



Eclipse

The strategic operating system for ambitious founders.

Vision-shaped strategy.
Strategy-shaped design.

OVERVIEW

WEB:
<https://www.eclipses.io>

LOCATION:
New York | San Francisco | London

BUSINESS:
Strategy & Systems Advisory

MISSION:
To help companies navigate critical inflection points with scalable systems

FOUNDERS

RENE ZOU
Chief Executive Officer
Strategy | External

MATEI VULPE
Chief Creative Officer
Design | Internal

THE BUSINESS

PART 1 - Strategy Service
(3-Month Retainers)

PART 2 - Extensions
(Creative Add-Ons)

2026

EKLIPSE IN A NUTSHELL

EKLIPSE is a strategic operating system that helps founders scale faster by building strategic clarity, stakeholder alignment, and execution momentum in focused 3-month cycles.

Where consultants support executives in optimizing operations, we focus on helping entrepreneurs achieve critical breakthroughs in 3-month cycles, by clarifying company positioning and messaging, strategic narrative, and brand building.

MARKET GAP & OPPORTUNITY

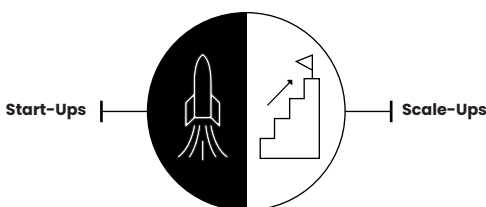
A growing segment of business leaders feel underserved by frameworks and approaches of traditional consultancies & agencies. As companies scale, the primary risk is no longer operational inefficiency, but lack of clarity and consistency. It is no longer how to build, but what to build, when and why. These moments are high-stakes, under-served, and poorly institutionalized. Budgets exist, but ownership and founder time often do not.

VALUE PROPOSITION

Eclipse helps founders and CEOs turn complexity into strategic clarity so growth can scale by design. We focus on helping a company identify its "just cause" through: **intuition, judgement, and timing.**

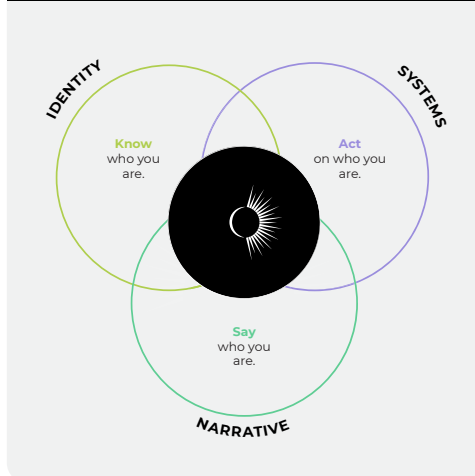
In 3-months, we help leaders see the big picture and translate complexity into conviction – for customers, investors and employees.

We charge differently for our time:



The foundation stays the same:

COMMERCIAL NARRATIVE ARCHITECTURE



HOW WE WORK

We sell a 3-month service to entrepreneurs to help them create a system to sell, fundraise and recruit better. The team interacts through an online platform & in-person interviews and workshops before the new system is launched.

- **Month 1 (Identity):** clarify a company's positioning and messaging.
- **Month 2 (Narrative):** craft a commercial narrative that resonates with an audience.
- **Month 3 (Systems):** build brand or intangible assets that translate vision and strategy into execution.

HOW WE'RE DIFFERENT

Similar services are provided by strategic narrative consultants (i.e. Andy Raskin), strategic communications firms (i.e. Arvo Advisory, Breakwater Strategies, FGS Global), in-house teams as well as executive coaches, fractional C-suite executives and advisors (i.e. Board Members). Eclipse offers a unique service, as coaches don't necessarily "execute", while fractional C-level officers are "too close" to day-to-day action, and strategic advisors are often "too far" from everyday reality.

GO-TO-MARKET

As a smaller-scale and more selective firm, Eclipse's geographic concentration will be New York and San Francisco - where the most ambitious entrepreneurs are building. The Bay Area is home to around 270+ unicorns, while New York City is home to 120-135+ unicorns. Our goal is to help at least 1 unicorn in 10 years, and we believe it will be easiest to find pre-filtered companies through the following:

- Active portfolio: **Andreessen Horowitz** (1,000+), **Sequoia Capital** (800+), **Founders Fund** (300+), **Benchmark** (200+), **Accel-KKR** (100+)
- Active cohort: **Y Combinator** (600), **Techstars** (200).

TEAM

Rene Zou, Founding Partner at Eclipse, bringing 8+ years of experience working with founder-led companies on strategy, positioning, and investor alignment.

Matei Vulpe, Founding Partner at Eclipse, 6+ years of experience designing scalable brand systems and partnering with cross-functional executives and stakeholders.

FOR FURTHER INFORMATION

Direct all enquiries to:

RENE ZOU
rene.zou@eclipses.io

MATEI VULPE
matei.vulpe@eclipses.io