

StratStore

“Unclutter complexity into strategic clarity”



Ready to lead & adapt in turbulent & uncertain times?

“I have high ambitions but face too many challenges at the same time”

“I lost direction within these turbulent times”

“I want a strong & compact strategic narrative with clear choices”

“I have lot’s of ideas but struggle to make them happen”

“I want clarity and structure”



“Anxiety & uncertainty froze my strategic decision making”

“I want an objective external view on my strategic priorities”

“I want to make (more) impact”

“I want to develop , grow and/or scale but how and where?”



StratStore: Unclutter complexity into clarity

Effective strategy development leading to actionable strategic initiatives with a strong narrative



Ideal for boards & executive teams of:

- Impact investment funds / fund managers & investees
- Development & Sustainable banks
- Micro-Finance Institutions
- Private equity funds & investees
- Family offices
- Foundations
- Impact investment / sustainability sector organizations

Towards an impactful business strategy

Via 3 key elements

1

Foresight & scenario planning

- External context: Identification of key drivers (e.g. geo-politics, technology, climate change, regulation)
- Selection of the 2 key ones (high impact – large uncertainty)
- Development of 4 scenarios (stories, challenging & uncomfortable))
- Identification of strategic response

2

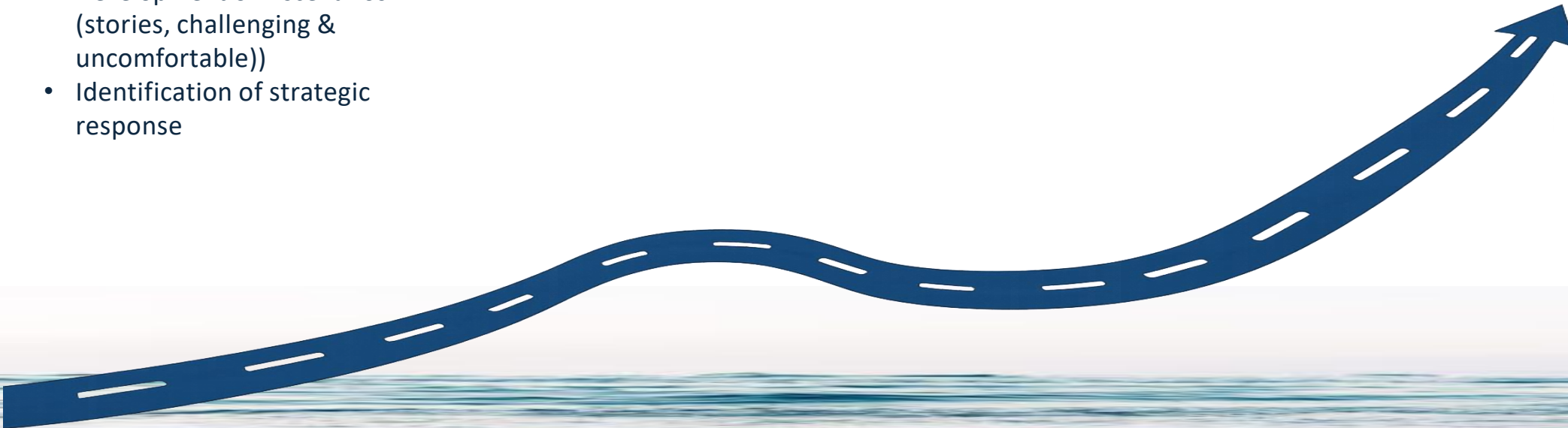
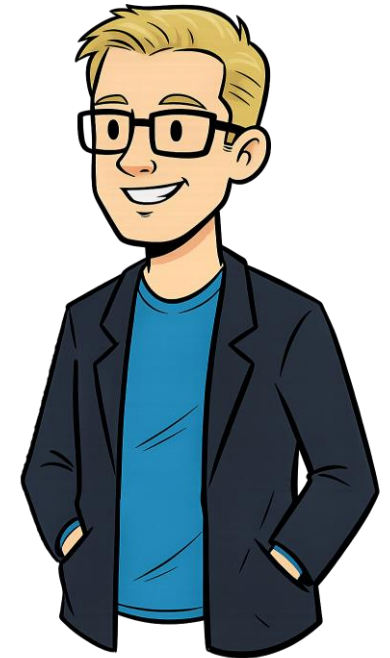
Strategy adaptation & prioritization

- Develop concrete strategic roadmap via OGSM framework
- Ensure strategic goal setting, identification of strategic initiatives & clear prioritization
- Develop strategic roadmap

3

Convincing narrative

- Compelling strategic story creation for e.g. investors, shareholders, regulators / supervisors and staff.



When?

StratStore is there for you when it really matters

We can help you at crucial moments such as:



Regular strategy cycle (annual /
4–5 year cycle)



Capital raise moments (pitches)



Stakeholder events (strong
strategic narrative)



Strategy assessments



StratStore: Your trusted advisor & facilitator



Taco Lens -
Founder StratStore

A deep commitment to make a difference by truly creating value and impact.

Over 25 years of experience across developed and developing countries in strategic senior advisory, operational and leadership roles.

Experienced in corporate & business strategy development, impact-driven debt and equity investments & fund management, strategy consulting and development and retail & private banking.

Managed international teams, complex projects & portfolios and developed international growth strategies.

“Strategy only matters when it **delivers results**”

“Be a **trusted** advisor for organizations who want a **clear strategic direction** to **create real impact**”

“Help organizations **accelerate** and develop **stories** that stick”

Case examples: Development Bank



Corporate Strategy Formulation & Implementation

Role: Strategy Advisor to the Management Board and Executive Leadership Team

Context: Development Bank & Impact Investment organisation operating in emerging markets (MFIs, Agri, Renewable Energy, debt, private equity, blended finance, impact funds)

Approach: Partnered with the Management Board and senior leadership to redesign the institution's long-term strategic direction — sharpening focus, enhancing impact delivery, and strengthening market creation capabilities

Impact: Delivered a fully endorsed long-term strategy, a prioritised roadmap of strategic initiatives, revised financial objectives, and updated sustainability goals

Business Strategy & Proposition Enhancement - Agri, Food & Water Investment Team

Role: Strategy Advisor to the Investment Team Management

Context: Development Bank operating in emerging markets — Agri, Food & Water sector, debt finance

Approach: Co-developed a revised business strategy and refreshed proposition using the OGSM framework, with a focus on sharper execution, improved deal flow, and enhanced impact outcomes

Impact: Delivered a one-page business strategy (1–3 year horizon), a concrete roadmap of strategic initiatives, revised financial targets, and a redesigned team operating model

Market Creation Strategy & Proposition - Emerging Markets

Market Creation Strategy & Proposition

Role: Strategy Advisor & Proposition Developer

Context: Development Bank — Banks/MFIs, Agri, Food & Water, Renewable Energy; debt, private equity, ventures, blended finance, impact funds

Approach: Designed an innovative market creation framework in collaboration with sector and product management teams, aimed at accelerating investment deal flow and advancing SDG objectives

Impact: Delivered a long-term strategic vision including ecosystem development roadmap, prioritised strategic initiatives, and an organisational blueprint for implementation.

Case examples: Various Impact Investors



Strategy & Proposition Development — SME Deal-Making Platform, Africa

Role: Proposition Developer & Board Advisor
Context: SME deal-making foundation in Eastern Africa, focused on connecting SMEs with investors to drive economic growth
Approach: Developed a compelling strategic proposition and investor pitch using the OGSM framework, equipping the board with a clear capital-raise narrative and differentiated market positioning
Impact: Successfully enabled the organisation to attract new investors through a sharpened pitch and a clear strategy-on-a-page, resulting in capital raise goals being met



Strategy Formulation & Implementation — Impact Investment Fund, Emerging Markets

Role: Strategy Implementation Lead, Program Manager & Advisor to the Management and Supervisory Board
Context: Impact Investment organisation — MFIs, Agri, Renewable Energy; debt, private equity, ventures, impact funds
Approach: Led the full strategy cycle from formulation to implementation, working directly with the Management Board to enhance impact delivery, strengthen value creation, and build organisational readiness for execution
Impact: Delivered a long-term strategy, an actionable roadmap of strategic initiatives including market propositions, and first-year project plans ready for immediate execution



Capital Raise — Sustainable Real Estate Fund, Netherlands

Role: Project Manager & Board Advisor
Context: Impact Investment Fund — Sustainable Real Estate, Netherlands; targeting family offices and entrepreneurial investors
Approach: Collaborated with the investment team, business developers, and management board to sharpen the investor pitch and facilitate preparation of all required capital-raise documentation — including market placement documents and prospectus
Impact: Capital raise target achieved. Delivered a clear project plan, compelling commercial pitch, and a structured investor approach that successfully attracted the target investor base

Thank You!



TacoLens-StratStore@proton.me



+31-6-22897340



<https://stratstore.com/>



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