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# WORKING WITH QATALYST

May 23, 2024

## **WHAT IS QATALYST?**

- **A Few Taglines**
- **How Clients See Us**
- **How We See Ourselves**

## **WORKING WITH QATALYST:**

- **Who are We Looking For**
- **The Services and Support We Provide to Associates**
- **Benefits of Working With Qatalyst**
- **Our Arrangements With Associates**
- **Opportunities to Work With Us**



## WHAT IS QATALYST?

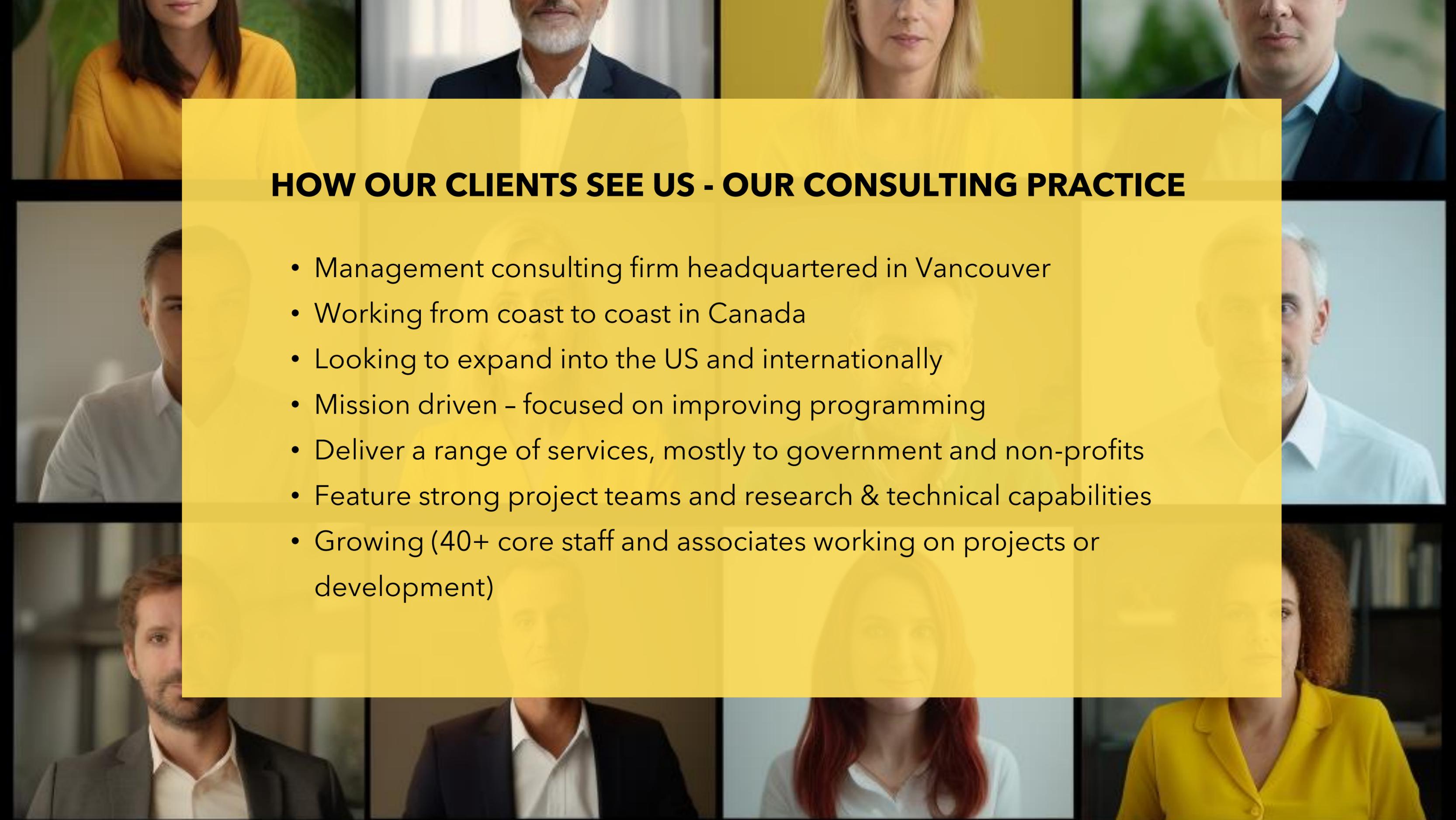


**"Our mission is to support meaningful change.  
We exist to make a difference."**

**"Better teams, supported by better tools and resources,  
drive better results for our clients."**

**"Consulting excellence powered by AI."**

**"If you build it, they will come."**



## HOW OUR CLIENTS SEE US - OUR CONSULTING PRACTICE

- Management consulting firm headquartered in Vancouver
- Working from coast to coast in Canada
- Looking to expand into the US and internationally
- Mission driven - focused on improving programming
- Deliver a range of services, mostly to government and non-profits
- Feature strong project teams and research & technical capabilities
- Growing (40+ core staff and associates working on projects or development)

# THE FOCUS OF OUR PRACTICE



## Common Clients

- All levels of government
  - Federal
  - Provincial/Territorial
  - Regional
- Indigenous
- Non-profits

## Process

- Sales
- Planning
- Research
- Analysis & Reporting
- Presenting



## Services (Examples)

- Strategy development
- Program design
- Implementation support
- Evaluation & PM
- Technology & innovation



## Sectors

- Economic/Tech
- Health
- Justice
- Environment
- Many more...



# THE BUSINESS OF CONSULTING

- Most consultants work on their own or in very small firms
- Even those in larger firms work largely independently, under a common brand with limited shared services

**As a result, consultants spend much of their time performing functions other than consulting**



## WE FLIPPED THAT MODEL UPSIDE DOWN

“If you build it, they will come”



### OUR STRATEGY IS TO:

- **Develop best-in-class capabilities in those functions.** Be great at preparing proposals, identifying and developing new markets, conducting research, and developing systems and tools
- **Use those capabilities to attract great consultants** on a permanent and contract basis

# GROWTH REQUIRES ATTRACTING MORE CONSULTANTS

**As we attract more consultants, we invest more in building our functional capabilities**

Our associates:

- A mixture of generalists and specialists
- Functional/technical, sectoral, regional and client expertise
- Project leads and ongoing relationships are preferred
- We strike a balance between in-house consultants and associates
- Associates may be independent contractors or firms
- Growth will involve a mixture of attracting associates and prime associates in periodic and ongoing relationships as well as through hiring, mergers and acquisitions



# **WORKING WITH QATALYST**

# WHO ARE WE LOOKING FOR?



- **Fit with Qatalyst mission and culture**
- **Established consultants**
- **Fit with our business model (markets, sales, research and technology)**
- **Preferences:**
  - Strong leadership capabilities (ability to lead projects)
  - Strong consulting expertise (existing or targeted verticals)
  - People who are ambitious and want to build with Qatalyst
  - Ongoing relationships

**Access tools, services and supports that enable you to focus on consulting**

**No out of pocket costs (margin on per diems)**

**Increased earnings (margins offset by higher value work and higher utilization rates)**

**An increasingly recognized brand**

**Ability to work on larger, more complex and more interesting projects**

**Opportunities for professional development**

**Participation in a growing community**

**Continuing flexibility with respect to when and how you work**

## **WHAT SERVICES AND SUPPORT DO WE PROVIDE?**

**We provide wrap around services including access to:**

1. Technology
2. Business Development
3. Research Capabilities
4. Team Development
5. Project Management, Administration and Coordination

## 1. TECHNOLOGY

- Significant continuing investment in AI
- Provide you with access to leading edge tools and resources
- 2 full-time software developers as well as others focused on leveraging AI
- We emphasize the last mile - leveraging AI in our business processes
  - Embedding AI in processes throughout firm
  - Development and functional/version upgrading of our apps
- Develop specialized tools and resources for associates, clients and projects

## 2. BUSINESS DEVELOPMENT

- 3 person team to support development of proposals
- Download over 6,000 RFPs per month
- Use AI to establish priorities/rank priorities/match with capabilities
- Share/post about 250 RFPs per month for review by our associates
- Prepare high quality proposals under our brand or jointly branded
- Working towards automation of proposal content
- Also assist with marketing/communications and business development

### 3. RESEARCH CAPABILITIES

- Research team (tool development, scheduling, survey, interviewing, case studies, literature/data review, qualitative and quantitative analysis, technical reports)
- Integrated research tools
  - Data collection
  - Questionnaire/instrument development
  - Transcript cleaner, summarizers, and analyzers
  - Literature review
  - Qualitative and quantitative data analysis
  - Production of technical reports
- Embedded processes related to validation, privacy and bias

## 4. TEAM DEVELOPMENT

- Matching of client needs with specialized expertise
- Promote your profile and services
- Search the associates database for your projects
- Business development team finds team members for projects

## **5. PROJECT MANAGEMENT & ADMINISTRATION**

- QataLink (task manager, coordination platform, project time and financial tracking, etc.)
- Project Coordination
- Progress Reporting
- Contract and other administration

# OUR ARRANGEMENT WITH ASSOCIATES

## Prime Associates:

Take lead responsibility for the project  
We provide access to tools and resources  
and bill back any research or consulting  
time we spend at a discounted rate

## Associates:

May be based on time and/or deliverables  
Rates reflect the importance of the role

- **Our margins vary from 20% to 35% of fees depending on associate involvement in proposal and our involvement in the project (associate sets their per diem rate)**
- **We can provide services to associates on a contract basis**

## **OPPORTUNITIES TO WORK WITH US**

- Register with QataLink (through Qatalyst.ca)
- Maintain an active profile
- Review opportunities and express interest in RFPs
- Propose particular areas of interest
- Bring projects to us
- Jointly prepare a development plan
- Participate in Qatalyst activities

[WWW.QATALYST.CA](http://WWW.QATALYST.CA)



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