

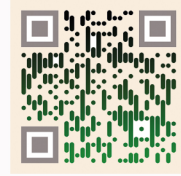
# DISCERN SUSTAINABILITY

## PROJECT: PLAN ENTRY TO ESG SERVICES

Client: Management Consultancy

Sub-sector: Asset Management

Activity Category: Market & Product Development



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### THE BRIEF

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The client is seeing increased interest in ESG among asset managers. It has transferable skills and knowledge from its corporate client base but needed an insider's view of the market and an actionable plan for entry into providing services.

Discern Sustainability was engaged to:

- Produce a succinct report into the opportunities and risks for the client entering the market
- Produce a business plan for entry within 6 months, with a 2-year plan.

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### DEVELOPMENT OF THE PROJECT

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The report was turned around in one week, based on Discern Sustainability's extensive understanding of the market and a sound appreciation of the client's strengths and how they would be perceived, as a new entrant.

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### THE REPORT

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- Explained both macro and local tailwinds and headwinds to the growth for services in ESG
- Identified the strongest overlap between the client's circle of competence and the services asset managers and owners find most attractive to outsource, or require consultancy on
- Set out a pathway for the Director to demonstrate proof of concept to the parent company for further investment through a strategy of winning some early business
- Provided costings for incubating the service versus chargeable rates, advised on marketing strategy and advice on keeping human resources cost-efficient.

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### VALUE TO THE CLIENT

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The client is using the report, unrevised, as its strategy for entering the market and has already been invited to tender for business with a top-tier asset manager.

