B2P
INCUBATOR

De-risk. Accelerate. Standardize.

REVENUE
+5% to +15 %
McKinsey

TTM
−≈40 %
McKinsey

IRR
+1100 bps net
VC Platform Community

REPORTING
-30% to -50 %
McKinsey

PRODUCTIVITY
+14 %
NBER/QJE

**We’re looking for 3 pilot partners
join the first wave!**

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Coaching and supervised AI dedicated to portfolio dynamics

By combining pitch validation, transparent construction, and supervised AI,
we accelerate learning, sharpen positioning,
and establish a monthly investor reporting rhythm.

- Faster validation and refined positioning
- Transparent, publicly accountable reporting
- Standardized monthly reports

Portfolio Impact

- Ready-to-use investor pack
- Replicable KPI dashboards
- Skill transfer through co-construction

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Programs

90-Day Portfolio Dynamics

Week 0

Audit

→ Continue / Refine / Pivot

Cycle 1

Brand & Product positioning

+

Pipeline Optimizer iterations

analyze the value chain to identify bottlenecks

Cycle 2

Momentum iterations

Performance acceleration

+

Investor Pack

Setup

Pre-Investment Validation

De-risk the market need before investing.

BRAND CLARITY + PITCH CRAFT + MVP SCOPE

Investor Sprint Pack

Turn traction into a credible story

INVESTOR DECK + PMF SIGNALS + ROADMAP SNAPSHOT

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Human insight for understanding and entrepreneurship, automation and AI for consolidation and production

Founders

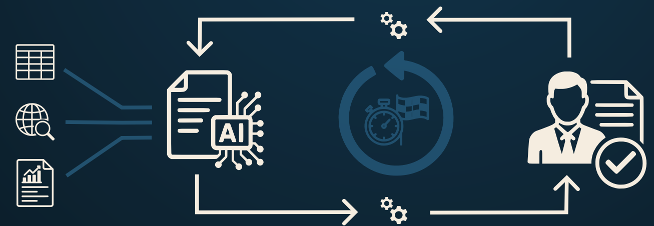
Use product management as a growth driver.
Deliver concise and actionable
reporting for the fund.

Brand-to-Product Experts

Evaluate, structure, and co-develop.

Fund Managers

Use standardized reporting
and a credible narrative
with LPs (Limited Partners).



Supervised AI and automation accelerate delivery time.
The coach ensures the reliability of B2P deliverables.
B2P ensures data confidentiality and compliance
with data protection standards (US or EU).

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B2P INCUBATOR

Fund-Level Performance — Measuring Success

IRR
Internal Rate of Return

Annualized return on cash flows.

Smart pacing improves IRR by 5–15%.

TVPI
Total Value to Paid-In

Distributions plus Net Asset Value (NAV) over paid-in capital.

Hands-on monitoring keepsTVPI defensible.

MOIC
Multiple on Invested Capital

Total value vs. invested capital.

Targeted reinvestments accelerate high-potential companies.

DPI
Distributed to Paid-In

Cash returned vs. capital called.

Earlier exits acceleratedistributions.

ROI
Return on Investment

Net gain relative to cost.

Shared playbooks deliverportfolio-wide lift.

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Market Reality The Investor's Challenge

The Product–Market Fit risk persists, and unclear positioning remains one of the leading causes of failure.

Business closures are rising, capital is more selective, and operational discipline has become critical.

AI increases productivity when supervised, but skill levels and consistency vary.

Monthly updates are the norm in the best programs, but few teams maintain them consistently.

B2P addresses

The lack of regular reporting + The absence of clear positionin + The difficulty in sustaining operational rhythm

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Planning & Budgeting

Fund Packagings

Starter
credit equivalent to 5 portfolio companies

Momentum Lane
8–12 iterations covering 3–5 portfolio companies per quarter

Volume discounts available
discuss based on portfolio scope

Pre-Launch	USD excl. taxes
Brand Clarity Lab	$600
Pitch Craft	$600 / iteration
MVP Scope	$900
MVP Sprints	$1,200 / iteration
Launch Sprints	$1,200 / itération

Post-Launch	USD excl. taxes
Audit	$600
Position Sprint	$900 / itération
Pipeline Optimizer	$900 / itération
Momentum Sprint	$1,200 / itération
Investor Pack Sprint	$1,200 / itération

The pricing model follows a base + performance approach

a fixed fee for delivery, plus a bonus indexed to measurable results.
Pricing assumes client data availability; if B2P must collect or consolidate data, additional fees may apply.

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Timing & Advantage
Why now

Platform as a performance leve

Scalable coaching correlated with shared superior returns

Cost of capital

Follow-up cycles now depend on proof of learning velocity and an investable narrative.

Productivity and confidence in AI

Supervised use improves speed and quality. B2P operationalizes this for founders.

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Portfolio Company Performance — Measuring Success

Revenue Growth

Year-over-year top-line change.

Clear focus on priorities drives up to 20% faster growth.

Market Share Growth

Share captured in core segments.

Coordinated launches accelerate demand capture (penetration, conversion, re-purchase).

EBITDA

Operating profitability.

Streamlined offers improve margin and resilience.

CAC & Retention

Acquisition cost and churn.

Aligned messaging lowers CAC and improves retention.

Traction Signals

Adoption, engagement, early revenue.

shared dashboards reveal growth dynamics faster.

Cash Flow

Net cash in versus out.

Reliable forecasts extend runway and increase strategic flexibility.

Feedback Cycle Time

Signal-to-change turnaround.

Playbooks cut cycles by 20-40%..

Reply / Response Rate

Share of users responding.

Enhanced outreach increases response rates by 15–25%.

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Operational Efficiency — Measuring Success

Resource Utilization

Capacity applied to priorities.

Guardrails remove 15-25% waste.

Risk Trending

Direction of key risk signals.

Proactive reviews trim volatility by 10-20%.

Productivity & Turnover

Output and team retention.

Upskilling programs raise performance and keep churn below 15%.

Project Success Rate

On-time, on-scope delivery.

Portfolio rituals lift on-time delivery by 40%.

Cost Savings

Operational efficiencies won..

Process reuse secures 10–20% savings.

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Why It Works — Proof in Data

Platform intensity correlates with higher pooled returns.

Active engagement with the PPM partner's tools and resources (e.g., dashboards, workshops) drives better portfolio-wide performance.

Deep platform use optimizes resource allocation and risk management, boosting fund-level returns (e.g., IRR or MOIC) by **10-20% through collective efficiency**.

Capability transfer to founder teams boosts output on complex tasks.

Training founders in advanced skills (e.g., agile methods, data analysis) increases their ability to tackle complex challenges.

This **drives productivity and project success**, improving company metrics like revenue growth and supporting higher fund-level TVPI.

DWY approach builds durable team capability

The "Do With You" (DWY) method involves hands-on collaboration with founders, building lasting skills for autonomy.

This reduces long-term oversight costs, enhances efficiency, and sustains company performance, contributing to **stable, high fund returns**.

Templates for updates, KPIs, and public posts

Standardized templates streamline company reporting, KPI tracking, and public communications.

This saves time, improves transparency, and speeds up decision-making, enhancing metrics like feedback cycles and reply rates while **cutting reporting costs by 30-50%**.

Pitch-First targets PMF

A pitch-focused approach helps identify companies with strong product-market fit early.

By prioritizing high-potential firms through structured pitches, you **allocate** capital efficiently, **accelerating** traction and exits, which **enhances** ROI and DPI.

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Next Step — Let's Meet

Invitation to Pilot

12-week test with 3 portfolio companies :

Audit

↓

Position/Pipeline Optimizer

↓

Momentum iteration + Investor Pack.

Your platform receives standardized deliverables, cadence, and early fund-level signal visibility.

Book your session to assess eligibility

https://calendly.com/mpg-brand-to-product/30min

Manuel Pierre Garnier

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Led by a product coach with experience across Key Accounts and SMEs. Who successfully delivered €20M projects and saved in cost €100K/month.

former Product Owner at BNP Paribas (Trade Finance flagship)

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Implemented innovative educational and entrepreneurship solutions, including:

- 200 learning resources
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Giselle Silva Blanchon

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With over 4 years of international experience. Expert in digital branding, multichannel strategy, and high-impact content creation, working with key accounts and SMEs.