

SimpliScale

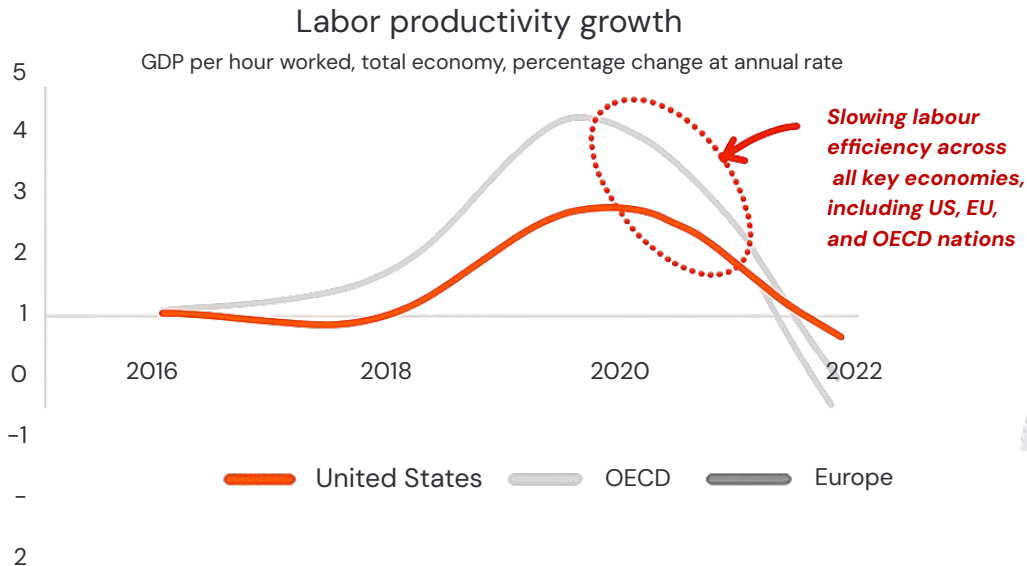
Expertise & Capabilities



While AI presents a powerful opportunity to address declining productivity and unlock future growth...

The global productivity problem

Businesses around the world are facing economic challenges characterised by **low GDP growth and declining productivity**



AI presents an opportunity

 **51%**

Say that AI will positively impact their jobs within the next 5 years

 **30%**

Reduction of Operational costs due to AI adoption

 **275 hours**

Unlocked annually per worker to reinvest on higher-value tasks

By 2033, AI has the Potential to increase global GDP by up to

 **\$7 trillion**

... choosing the right AI partner is essential to navigate the complexities of AI adoption and achieve those outcomes

The Challenges of Today's AI Consulting Landscape

Today's AI Partnering Challenges



Empowering Businesses to Scale Effortlessly

We empower businesses of all sizes with the tools they need to thrive. Through cutting-edge **Artificial Intelligence**, we streamline operations, cut costs, and elevate customer experiences—driving growth with smarter, faster solutions.

We are an established AI solutions provider committed to delivering measurable outcomes and driving success for our clients with AI

Our Proven Process



- + **Founded in 2022, SimpliScale is a full-service AI solutions provider**, merging AI strategy advisory, hands-on development, and AI education for businesses
- + **We are a boutique alternative to the large consultancies:** agile enough to deliver fast results, but comprehensive in strategy and technical capacity
- + **Growing rapidly (500% YoY)**, we now employ a team of ~50 around the world

 **\$108M+**
Revenue generated
from Real Clients

 **21,000+**
Hours saved
416 Days Given Back

Outcomes we deliver for our clients



Increased Revenue



Lower Costs



Boosted Efficiency



Competitive Advantage




Enhanced Customer Experience





Improved Decision-Making


With 42 successful client engagements across 11 industries, Simpliscale delivers proven AI solutions and expertise to help businesses achieve transformative growth

Our capabilities & credentials

 **42+ Successful Client Engagements**
We deliver tailored AI solutions to a diverse client base, enabling technology-driven growth

 **Versatility Across Industries**
We apply AI solutions in sectors like healthcare, construction, IT, Sales, and many more



 **Diverse Product Portfolio**
Our AI services support key business functions like sales, marketing, and customer support, addressing varied operational needs

 **Expert Team**
Our international team of experts delivers innovative AI solutions tailored to your needs

Clients

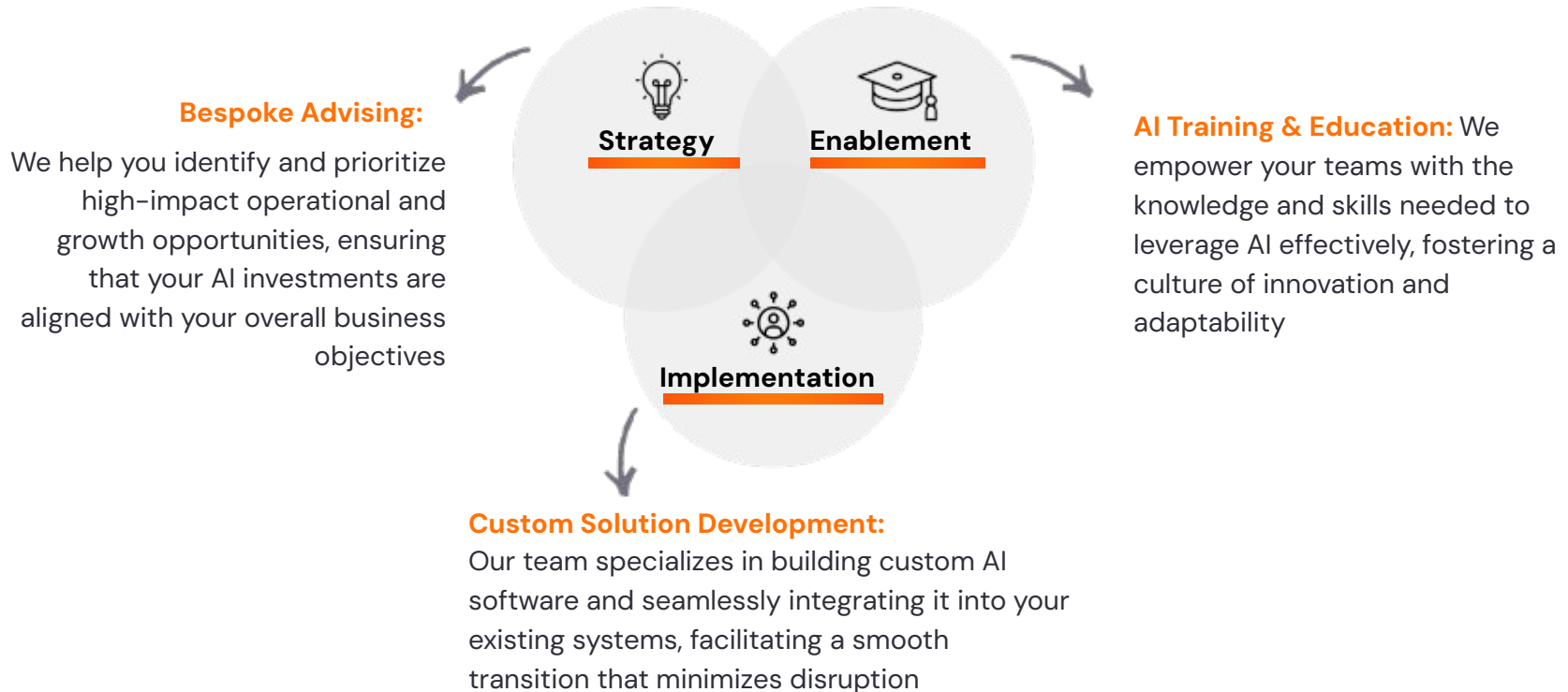


Measurable Client Outcomes

-  + Developed an AI Outreach System that **generated \$79M+** in Opportunity Value in FY24
-  + Implemented an AI system that consistently **generates 80+ booked appointments** per month

Our multidisciplinary advisory approach, blending strategy, enablement, and AI expertise, drives business transformation and delivers measurable results

We apply a three-pronged approach to technology consulting, focusing on three key



Our AI experts develop tailored strategies and roadmaps, providing end-to-end support to guide your organization through a successful AI transformation

Our services

AI Strategy Development & Implementation Roadmap

We identify high-impact AI use cases, establish well-defined goals for your projects, define governance structures, and create an action plan with clear steps and timelines for the successful execution of your AI strategy

AI Enablement Workshops & Training

We empower your workforce to embrace AI through engaging workshops on key concepts and practical applications

AI Solutions Development

We develop custom AI solutions tailored to your needs, including autonomous agents, chatbots, and workflow automation tools



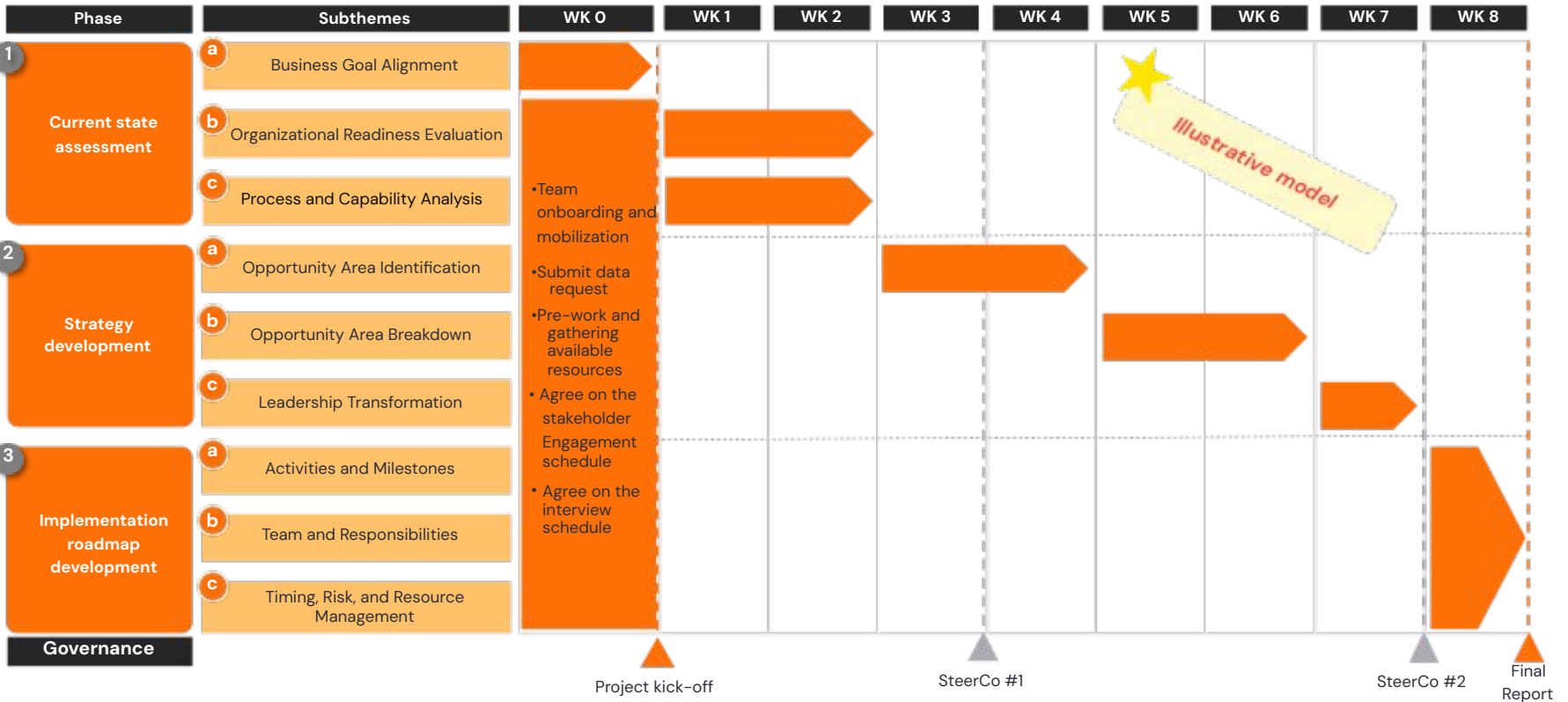
Why SimpliScale?



We can support you at any stage of your AI journey

Our 9-week AI Strategy engagement includes a thorough current-state assessment, structured AI opportunity identification, and a comprehensive AI roadmap

What it's like to work with us



Past engagements

Examples of our work



Automation Audit
Identify opportunities for maximum impact **1**

Implementation
Zero-disruption integration **3**

Optimization
Continuous improvement and scaling **5**

2 Solution Design
Custom automation strategy for your needs

4 Training
Clear documentation and support

Our automations enhanced **Catalent**'s lead management with speed and precision, empowering their team to cut costs, boost sales efficiency, and concentrate on strategic growth.

Client Success Story | Catalent Pharma Solutions



Catalent Pharma Solutions is a global provider of drug development, delivery, and manufacturing services. They help pharmaceutical and biotech companies bring products to market faster through formulation, testing, production, and packaging solutions.

Situation

† Catalent faced rising costs from a stretched inside sales team, along with market volatility and inefficient lead management. They needed a scalable solution to enhance sales and streamline operations.

Solution

† Streamlined lead workflows and CRM integration to eliminate manual entry, launched AI tools for outreach and support, and restructured sales to reduce costs and maximize ROI.

Outcomes delivered:



\$76M+ in opportunity value generated



Manual Salesforce entry eliminated through automated lead workflows



Locally-hosted AI chatbot optimized for internal lead qualification and routing

“Partnering on this initiative transformed how our team engages and converts leads. The automation and personalized outreach not only streamlined our internal processes but directly contributed to over **\$76 million in opportunity value**—an exceptional return on investment.”

-Douglas Moran
Global Manager, ISG
Catalent Pharma Solutions

Our custom chatbot allowed **MJB Elite Health** to operate efficiently, even during downtime, maximizing lead generation and conversion efforts effortlessly.

Client Success Story | MJB Elite Health



MJB Elite Health helps busy male professionals lose weight, build endurance, and optimize their health through a personalized, sustainable fitness and nutrition program.



Situation

✦ **Manual approach to managing Instagram leads was time-consuming and error-prone, often resulting in delayed follow-ups, lost prospects, and missed revenue opportunities due to lack of visibility and tracking.**



Solution

✦ **Implemented an AI-powered Instagram chatbot to engage leads, qualify prospects, and automate bookings—boosting response time, conversions, and customer experience.**

Outcomes delivered:



Consistently books 80+ calls per month with our chatbot

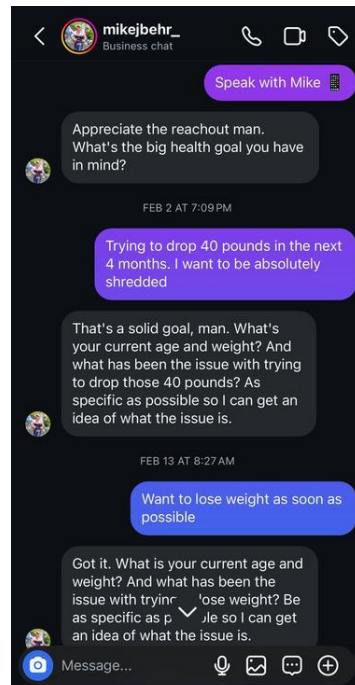


Provided 24/7 lead engagement, ensuring no missed opportunities



Increased scalability and reduced manual effort on lead qualification

Actual Chatbot DM



“Managing Instagram leads manually was draining time and costing us opportunities. Since **launching the AI chatbot**, we’ve consistently booked over 80 calls a month, engaged leads around the clock, and eliminated the need for manual follow-ups. It’s completely transformed how we scale and connect with clients.”

-Mike Behr

Founder, MJB Elite Health

Our content automation empowered **Gamer2Athlete** to focus on their health coaching business while maintaining an impactful and growing online presence.

Client Success Story | Gamer2Athlete



Gamer 2 Athlete transforms passionate gamers into high-performing individuals by blending mindful gaming with personal development, emotional intelligence, and real-world skill-building.



Situation

+ **Manual content creation is reducing efficiency and causing inconsistent brand messaging, ultimately limiting growth.**



Solution

+ **An automated content dashboard centralizes and streamlines content workflows, enabling faster production, consistent output, and scalable brand expansion.**



Outcomes delivered:



Produces 30 pieces of content in 30 minutes

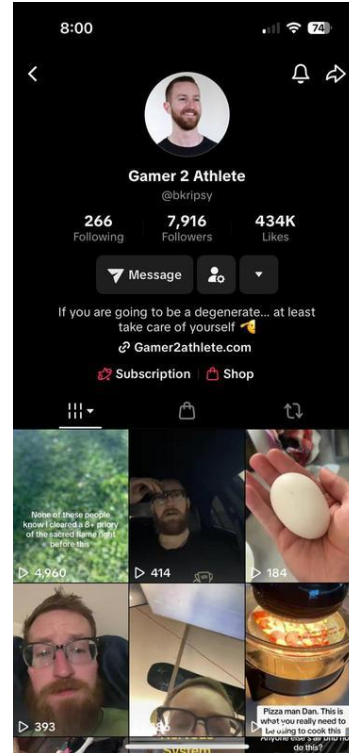


Achieved 10x productivity, freeing up hours daily for strategic tasks



Gained 7,000+ followers, enhancing brand visibility and engagement

Gamer 2 Athlete Social Media Account



“This has revolutionized how I approach content creation. His AI and automation expertise allowed me to transform my ideas into structured, actionable content plans, **turning a month's worth of content into about 30 minutes.**

Highly recommended for anyone looking to streamline their content process!”

- **Brye Brown**
CEO of Game2Athlete

Our automations brought accuracy and efficiency to **Southern Stork Boutique's** operations, enabling the team to shift focus toward growing their business and improving customer service.

Client Success Story | Southern Stork Boutique



Southern Stork Boutique is a high-end, Texas-based store offering stylish clothing, accessories, and essentials for babies and young children. They specialize in giftable items—from boutique outfits to toys and gear—designed for special occasions and everyday charm.



Situation

† **Manual inventory and bookkeeping are error-prone and slow, causing inaccurate records, delayed reports, and poor real-time visibility—ultimately hindering timely, informed decisions.**



Solution

† **Automated systems cut errors, boost accuracy, and offer real-time insights—enabling faster decisions and greater efficiency.**



Outcomes delivered:



Saved 133 hours annually, equivalent to nearly 3.5 weeks of work



Improved accuracy in inventory control and financial records

“The automation expertise has been instrumental for our boutique. By integrating our online store and bookkeeping platform, he has **saved us an incredible amount of time and hassle**. I highly recommend Nick for transformative backend solutions!

-Andrew Stalder

*Co-Founder, Southern Stork
Boutique*

We bring a unique blend of top-tier consulting and deep AI expertise — refined at leading consulting and tech firms — to maximize the ROI of your AI initiatives

SimpliScale Leadership Team



Nick Cornelius
CEO

- ✦ Founder of SimpliScale and King Caller AI, Nick has led 40+ developers and multiple project managers in delivering AI and automation solutions for 200+ businesses. With 5+ years in digital strategy, he drives growth by streamlining workflows, scaling AI adoption, and leading with a focus on long-term scalability and innovation.



Tom Caunan
Director of Operations

- ✦ With 12+ years in project management and process optimization, Tom has led cross-functional teams and delivered 20+ automation initiatives. Skilled in Power BI, Python, KNIME, and SAP, he applies a data-driven approach to boost efficiency and operational scale.



Justin Ledford
Board Member

- ✦ Board Member at SimpliScale and Founder of Flagstone Roofing, Justin is a serial entrepreneur with success in roofing, real estate, and government contracting. He brings strategic insight and growth-focused leadership to guide SimpliScale's vision and expansion.



Faith Tshuma
Managing Director

- ✦ With 6+ years in SaaS implementation and project management, Faith has led 50+ rollouts and teams, delivering 95% of projects on time and driving \$2M+ in growth. Skilled in Agile, data analysis, and stakeholder alignment, she blends structure with adaptability to solve complex challenges.

We reinvent workflows, redefine what's possible, and deliver real results — with AI as our (not so) secret



Contact us

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