THINKSCOOP technologies

Capability Statement

Growth practice: positioning, brand and go to market

Vendor and supplier onboarding, September 2026

Version 2026-09e. For vendor and supplier onboarding. Company metrics and pricing bands are published at thinkscoopinc.com; registration and tax identifiers are supplied on supplier forms, not in this document.

ENTITY	FOUNDED	DELIVERY	START	OVERLAP
Thinkscoop Technologies LLP, Mohali, India	**2017**	**Offshore or hybrid; no onsite US resources**	**First commit within 5 business days**	**4 hours daily with US Eastern**

COMPANY

- Legal name: Thinkscoop Technologies LLP. Founded 2017. Headquarters: 40C, Aero Arcade, G-Block, Aerocity Near International Airport, Mohali, Punjab 140603, India.
- Website: thinkscoopinc.com. Commercial contact: Krishan Saini, Founder and CEO, krishan@thinkscoopinc.com, +91 7888558392, reachable 8 am to 12 pm ET.
- Clients across the United States, the UK, Australia and the UAE. Team in India. No physical offices outside India.
- Thinkscoop runs three practices, each with its own site and its own capability statement: Engineering at thinkscoopinc.com/engineering, Business Applications at thinkscoopinc.com/business, Growth at thinkscoopinc.com/growth. This document covers one of them, named in the masthead above.

WHAT WE SUPPLY

Positioning, brand and the channels that carry them. Four services, published in full at thinkscoopinc.com/growth/services.

Area	Scope
Positioning and messaging	Positioning and category choice, message architecture, company and product narrative, sales collateral and pitch decks, website and landing page copy, naming and taglines, objection and competitor handling
Brand and design systems	Brand identity and logo systems, typography, colour and layout systems, website design from wireframe to build-ready, design systems and component libraries, decks and document templates, ad and social creative systems
Channels and paid media	LinkedIn, Meta, Instagram, YouTube, Google, email; landing pages and offers, creative testing, measurement, attribution and reporting
Outbound and content systems	List building and research, sequence writing and testing, domain, inbox and deliverability setup, content calendar and production, founder and executive publishing, newsletter and lifecycle email, reply handling and handover to sales

COMMERCIAL (USD ONLY)

Published bands, USD only, at thinkscoopinc.com/growth/services. The scope is written before the number on every engagement, and the range moves with the scope rather than the other way round.

- Positioning sprint: $12,000 to $20,000 over three to four weeks. Interviews, a competitive read, the positioning decision and the message architecture.
- Brand and web build: $35,000 to $75,000 over six to ten weeks. Identity, design system, site design and a build-ready specification, with the templates to keep it from drifting.
- Channel build and run: $6,000 to $15,000 per month. Build first, then rolling on a three-month minimum.
- Embedded growth pod: $12,000 to $22,000 per month, rolling, three-month minimum. A standing team across positioning, design and channels.
- Media budget is yours and is paid on your own accounts. We are not paid a percentage of spend: a percentage of spend pays us to spend more, which is the wrong incentive. We price the work.
- Accounts, creative files, design sources and documentation are handed over so the system is runnable without us. That is a deliverable, not a favour at the end.
- Invoiced monthly in USD; payment terms and paper per your program MSA.

HOW WE DELIVER

- Weekly optimisation and a written report on the channels in scope, plus a monthly review of what to keep and what to stop. The report carries the numbers that did not work as well as the ones that did.
- Tracking, UTM discipline and attribution are set up before spend starts, so the first report means something.

- Channel selection comes with an explicit list of what we are not running this quarter and why. A plan that says yes to everything is not a plan.
- Minimum 4 hours of guaranteed daily overlap: roughly 8 am to 12 pm ET, early morning PT, a full working day for the UK, 5 to 8 hours for Australia, near full day for the UAE.
- Handover documentation so the accounts, the design system and the content engine are runnable by your team.

SECURITY, COMPLIANCE AND LEGAL

- Mutual NDA before the first substantive conversation, executed within 24 hours. Client paper accepted.
- 100% IP transfer on deliverables. Work lives in the client's own repository or workspace from day one. Pre-existing Thinkscoop tooling is licensed to the client perpetually and royalty-free rather than assigned. No license lock-in.
- Microsoft AI Cloud Partner Program: member, Partner ID 7158199. Membership, not a Solutions Partner designation: those are earned against performance and certification thresholds and we have not earned one.
- SOC 2 Type I audit in progress; report shared under NDA once complete. We do not claim certifications we have not earned. Systems are designed for SOC 2, ISO 27001, GDPR and sector rules (HIPAA, FCA, PCI-DSS).
- We work inside the client's cloud and security perimeter. PII is detected and redacted before any LLM processing. Client data is never used to train third-party models. Retention agreed per engagement and enforced automatically.
- Every person on an engagement, employee or contract specialist, is background-verified (identity, education and employment history) and under NDA before touching client systems. Contract specialists are disclosed where a client program asks.
- Vendor onboarding pack: pre-filled security questionnaire (published at thinkscoopinc.com/trust), architecture diagrams, AI risk register, data-flow documentation. Onboarding is targeted at 5 business days.
- Insurance: professional indemnity and cyber cover being bound; carrier, limits and certificate confirmed before contract signature. Tell us your required limits and whether a US-admitted carrier is mandatory.
- Tax and entity: Indian LLP, foreign entity for US purposes; W-8BEN-E supplied on request. Not a US small or diverse business; no NMSDC or WBENC certification.

PROOF

Sector	Measured on live accounts
B2B SaaS	40% lower cost per qualified enquiry; 2.5x increase in demo and consultation intent
Enterprise tech	2.5x growth in qualified enquiries; 50% better keyword intent targeting
Fintech and financial services	35% lower cost per qualified lead; trust-led landing pages and funnels
Logistics and supply chain	30% improvement in enquiry quality; multi-stage campaigns for dealers and distributors
Consumer apps and D2C	300+ monthly leads generated; 2x increase in user acquisition intent
Education and institutions	300+ leads per month; Meta and Google Ads performance funnels

Headline results, as published: 10x return on ad spend; conversion rate lifted from 4.2% to 7.8% by rebuilding the landing page, with no increase in spend; 70% lower ad cost using ThinkTerm, our own Google Ads optimiser, which also drives 250% more leads. Brands this team has run growth work for: Mozilit, Qubriux, VFI Technology, Headstart, ATP STEM. Every figure above was produced by this team on live client accounts and is published by thinkgrowth.co, the growth firm the same owner runs, which is where these campaigns were delivered. The sector results were agreed as anonymous and stay anonymous: no logo on this page is paired with a number, because neither claim should be used to prop up the other. There are no testimonials here because there are none to publish.

CONTACTS

- Commercial: Krishan Saini, Founder and CEO, krishan@thinkscoopinc.com, +91 7888558392.
- Delivery escalation: Aman Kaushik, Co-founder and CTO, aman@thinkscoopinc.com.
- Security questionnaires and data handling: krishan@thinkscoopinc.com.