



# STAEVRA

LEADERSHIP INTELLIGENCE PLATFORM



SEE CLEARLY. LEAD INTENTIONALLY.  
ELEVATE IMPACT.

ARCHITECTURAL ♦ STRATEGIC ♦ ENDURING ♦ PRECISE ♦ VISIONARY ♦ INTEGRATED ♦ FUTURE-READY

## THE PROBLEM

# Great leaders don't fail because they lack intelligence.

THEY FAIL BECAUSE THEY CAN'T SEE THE  
ARCHITECTURE OF THE SYSTEMS THEY ARE LEADING.



Leaders talk about working **ON** the business, not **IN** it.  
*Staevra shows them how.*

### WHAT ORGANIZATIONS TYPICALLY MEASURE



PERSONALITY



BEHAVIOR



SKILLS



PERFORMANCE

### WHAT DRIVES SUSTAINABLE GROWTH (AND IS OVERLOOKED)



COHERENCE



CAPACITY



LEADERSHIP ARCHITECTURE



ORGANIZATIONAL INTELLIGENCE



GROWTH READINESS



IT'S TIME FOR A NEW  
STANDARD OF LEADERSHIP  
INTELLIGENCE.

ARCHITECTURAL ♦ STRATEGIC ♦ ENDURING ♦ PRECISE ♦ VISIONARY ♦ INTEGRATED ♦ FUTURE-READY

— OUR SOLUTION

# Introducing Executive Intelligence™

A NEW STANDARD FOR UNDERSTANDING  
LEADERS AND ORGANIZATIONS.



The organizations that lead the next decade  
won't simply have better leaders.  
*They'll have better leadership architecture.*

Executive Intelligence™ is the first integrated framework that measures the **architecture** of leadership, the **coherence** of operations, the **capacity** for sustainable growth, the **patterns** that drive results, and the **potential** that is ready to be unlocked.

It transforms how leaders see themselves, how they lead, and how they build organizations that thrive.



#### HOLISTIC VIEW

See the full  
leadership  
architecture.



#### MEASURABLE INTELLIGENCE

Data reveals what  
insight alone  
cannot see.



#### PRACTICAL CLARITY

Actionable direction  
that drives real  
results.



#### SUSTAINABLE GROWTH

Stabilize now.  
Scale with  
confidence.



#### LEADERSHIP LEGACY

Build organizations  
that endure  
and elevate.

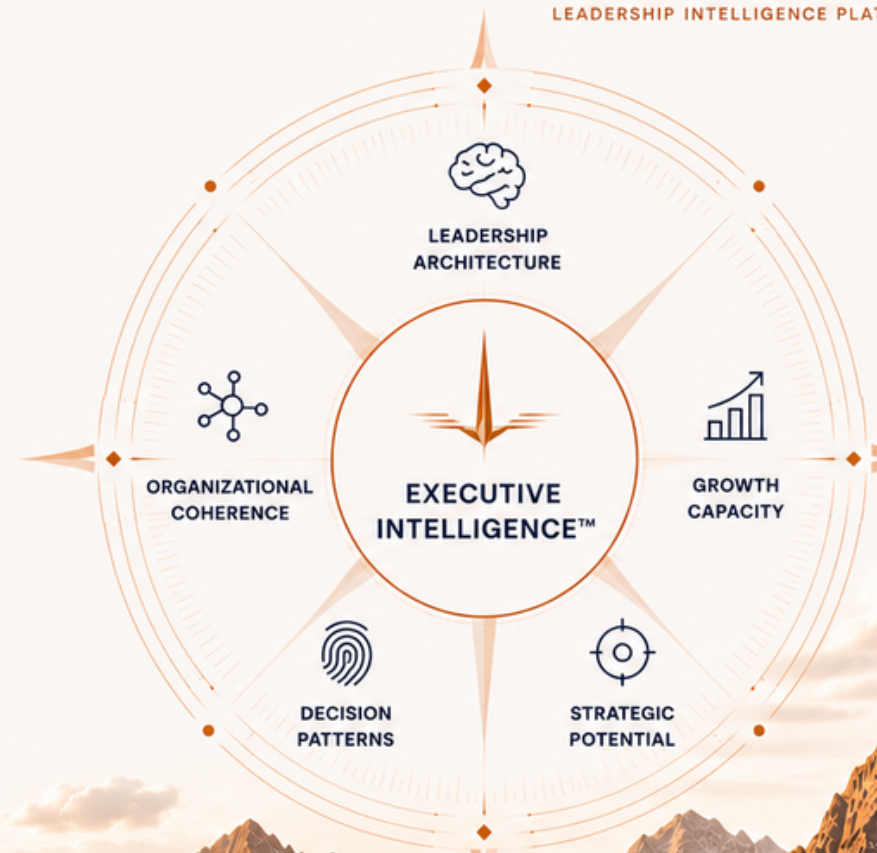


EXECUTIVE INTELLIGENCE™ IS NOT ANOTHER ASSESSMENT.  
**IT IS A NEW CATEGORY.**



STAEVRA

LEADERSHIP INTELLIGENCE PLATFORM



ARCHITECTURAL



STRATEGIC



ENDURING



PRECISE



VISIONARY



INTEGRATED



FUTURE-READY

— OUR BREAKTHROUGH

# The Growth–Stabilization Model™

## THE OPERATING SYSTEM OF SUSTAINABLE GROWTH.

We discovered that every organization moves through predictable seasons of growth, strain, and reallocation.

The Growth–Stabilization Model™ gives leaders a real-time operating system to maintain coherence, optimize capacity, and grow without breaking.

**It's not just insight.**

**IT'S DIRECTION. IT'S STABILITY. IT'S SUSTAINABLE.**

### WHAT IT DELIVERS



Sustainable Growth



Operational Coherence



Leadership Alignment



Capacity Utilization



Resilience at Scale



THE GROWTH–STABILIZATION MODEL™ TURNS UNCERTAINTY INTO A PATH FORWARD.

ARCHITECTURAL



STRATEGIC



ENDURING



PRECISE



VISIONARY



INTEGRATED



FUTURE-READY

— OUR PLATFORM

# Staevra™

## Intelligence that works. Insights that transform.

A POWERFUL, INTEGRATED PLATFORM  
BUILT FOR EXECUTIVES AND THEIR ADVISORS.

Staevra™ delivers a complete executive intelligence experience—  
from diagnostic assessments to actionable reports, growth roadmaps,  
and ongoing tracking.

It turns complex data into clear direction so leaders can make  
confident decisions and build organizations that thrive.



COMPREHENSIVE ASSESSMENTS



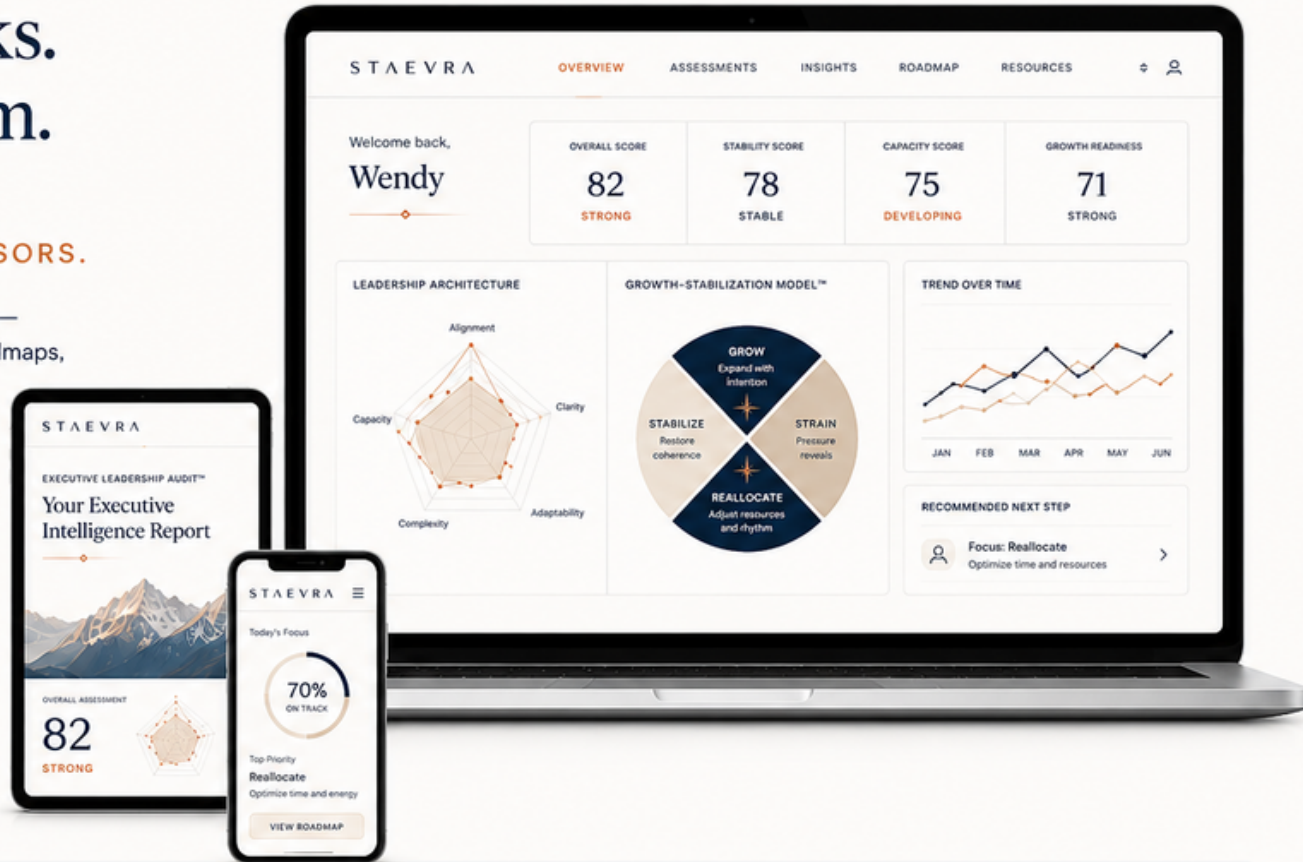
ACTIONABLE INSIGHTS



GROWTH ROADMAPS



ONGOING TRACKING



**ASSESS**  
Deep diagnostic  
assessments



**ANALYZE**  
Advanced intelligence  
and pattern recognition



**UNDERSTAND**  
Clear insights that  
create clarity



**ACT**  
Strategic roadmap  
and next steps



**GROW**  
Track progress and  
sustain results



ONE PLATFORM. COMPLETE INTELLIGENCE. REAL TRANSFORMATION.

## WHY IT'S DIFFERENT



STAEVRA

LEADERSHIP INTELLIGENCE PLATFORM

# Deeper than assessment. Broader than intelligence.

STAEVRA™ MEASURES WHAT TRULY DRIVES  
SUSTAINABLE LEADERSHIP AND ORGANIZATIONAL EXCELLENCE.

Most tools stop at behavior or performance.

Staevara™ goes **deeper**—revealing the **architecture, coherence, capacity, and patterns** that shape results.



### ARCHITECTURAL INSIGHT

See how leadership, structure, and strategy are built—and how they interact.



### OPERATIONAL COHERENCE

Measure alignment across systems, teams, and decision-making.



### ENERGETIC INTELLIGENCE

Understand the invisible patterns that influence performance.



### CAPACITY & GROWTH READINESS

Identify where capacity exists—and where it's being overextended or underutilized.



### ACTIONABLE DIRECTION

Turn insight into clear roadmaps, priorities, and measurable progress.



TRADITIONAL ASSESSMENTS MEASURE OUTCOMES.  
STAEVRA™ REVEALS THE SYSTEM THAT CREATED THEM.

## TRADITIONAL ASSESSMENTS



**Focus on the individual**  
Personality, behavior, skills, performance



**MEASURES PERFORMANCE**  
Focuses on outcomes after they happen.



**REPORTS WHAT HAPPENED**  
Provides a snapshot of current or past performance.



**DESCRIBES THE CURRENT STATE**  
Leaves interpretation to the leader.



**Focus on the system**  
Leadership architecture and organizational intelligence



**REVEALS THE ARCHITECTURE**  
Shows the underlying system creating those outcomes.



**EXPLAINS WHY IT HAPPENED**  
Identifies the patterns, relationships, and constraints driving results.



**SHOWS WHAT TO DO NEXT**  
Provides a roadmap for aligned action and sustainable growth.

ARCHITECTURAL ♦ STRATEGIC ♦ ENDURING ♦ PRECISE ♦ VISIONARY ♦ INTEGRATED ♦ FUTURE-READY

— THE MARKET IS ALREADY RESPONDING

# The Market Is Already Responding.

BEFORE STAEVRA OFFICIALLY LAUNCHES, LEADERS ACROSS INDUSTRIES ARE ALREADY RECOGNIZING ITS VALUE.

This isn't validation from friends or early adopters. It's recognition from experienced leaders who immediately see the need for a new standard in leadership intelligence.



## GLOBAL LEADERSHIP

*Respected global leaders affirm the vision.*

- ✓ **Dr. Julie Ducharme**  
Founder of 6 organizations, 1 global movement, and a leader in the G100  
Inspired the creation of the platform and sees the category-defining potential.
- ✓ **Deb Drummond**  
Founder of 7 international companies  
Validated the app's usability and affirmed marketing as the next priority.



## INDUSTRY RECOGNITION

*Seen as differentiated and award-worthy — even in beta.*

- ✓ **Lauren Clemett**  
Founder of The Audacious Agency  
Believes Staevra can win awards during the beta stage.
- ✓ Award strategy underway to pursue recognition during the beta stage.



## EXECUTIVE COACHES

*Integrating into their client work.*

- ✓ Two executive coaches exploring implementation with their leadership clients.



## STRATEGIC PARTNERSHIPS

*Organizations are already integrating the framework.*

- ✓ Strategic Partner Pilot™ officially live with active client implementation.
- ✓ Exit strategist exploring how Executive Intelligence strengthens transition and succession planning.



## TECHNOLOGY LEADERS

*Seeing strategic integration and platform potential.*

- ✓ Tech company in conversations about strategic integrations.
- ✓ SaaS platform development underway.



## TRADEMARK & IP

*Building the foundation for a long-term, category-defining brand.*

- ✓ Trademark strategy underway to secure intellectual property and protect the Staevra name.



*The strongest validation isn't what we've said about Staevra.  
It's what experienced leaders immediately recognized when they encountered it.*

ARCHITECTURAL ♦ STRATEGIC ♦ ENDURING ♦ PRECISE ♦ VISIONARY ♦ INTEGRATED ♦ FUTURE-READY

## BUSINESS MODEL

# A Scalable Pathway of Value. *Built for Growth.*

Staevara meets leaders where they are and grows with them — delivering immediate clarity, long-term transformation, and enterprise-scale impact.

*From first insight to enterprise intelligence — Staevara scales with every leader, every team, and every organization.*



### LEADERSHIP DIAGNOSTIC

Entry point for leaders seeking clarity on their current leadership patterns.

**\$1,500**

One-time assessment



### EXECUTIVE LEADERSHIP AUDIT™

Comprehensive assessment with the Growth–Stabilization Model and 90-Day Leadership Arc.

**\$3,000**

One-time engagement



### STRATEGIC ADVISORY

Ongoing guidance to implement insights and drive measurable results.

**Custom Pricing**

Monthly advisory retainer



### STAEVRA SUBSCRIPTION

Platform access for ongoing insights, tools, and leadership tracking.

**\$297 – \$597**

Monthly subscription



### ENTERPRISE

Organization-wide implementation for teams and departments.

**Custom**

Annual enterprise solution



### LICENSING

License the Staevara platform and framework for global distribution.

**Revenue Share**

License and royalty model



**STAEVRA**

LEADERSHIP INTELLIGENCE PLATFORM

### DESIGNED FOR SUSTAINABLE SCALE

- ✓ Multiple entry points reduce buyer hesitation
- ✓ Deeper engagement drives greater outcomes and retention
- ✓ Enterprise and licensing unlock exponential reach and impact

### PRICING MODEL

Value-based pricing aligned to outcomes. Built to grow with our clients.



*One integrated pathway. Infinite potential.*

ARCHITECTURAL

• STRATEGIC

• ENDURING

• PRECISE

• VISIONARY

• INTEGRATED

• FUTURE-READY

# Connected Intelligence Compounds.



STAEVRA

LEADERSHIP INTELLIGENCE PLATFORM



Every new leader  
*makes the platform smarter.*



Every insight  
*strengthens the architecture.*



Every organization  
*expands what Executive Intelligence can see.*



Intelligence becomes exponentially  
more valuable *when it's connected.*

## THE FLYWHEEL EFFECT



**MORE LEADERS**

More organizations  
and leaders join  
the platform.



**MORE INTELLIGENCE**

More data, context,  
and real-world  
patterns are  
captured.



**MORE CLARITY**

Insights become  
deeper, more  
precise, and  
more predictive.



**BETTER DECISIONS**

Leaders make  
higher-quality  
decisions with  
confidence.



**STRONGER RESULTS**

Organizations  
grow, adapt, and  
outperform  
sustainably.



— WHY FOUNDING SUPPORTERS MATTER —



STAEVRA

LEADERSHIP INTELLIGENCE PLATFORM

# The Final Steps. The Greatest Leverage.

STAEVRA™ IS BUILT. THE MARKET IS RESPONDING.  
FOUNDING SUPPORT ACCELERATES WHAT'S NEXT.

Staevara™ has moved beyond concept to traction.  
Now, focused support will complete the final milestones  
that launch a new standard of leadership intelligence.

## THE MILESTONES AHEAD



### PROTECT

Establish our  
foundation.

Secure our intellectual  
property and brand  
to protect the future  
of Executive Intelligence.



### COMPLETE

Build the platform  
to scale.

Finalize core platform  
capabilities and enhance  
executive workflows  
for real-world impact.



### VALIDATE

Prove the impact  
and gain trust.

Earn industry recognition,  
customer validation,  
and measurable results  
that build credibility.



### EXPAND

Grow reach and  
accelerate adoption.

Onboard more executives  
and organizations while  
expanding real-world  
use and data insights.



### LAUNCH

Go to market with  
confidence.

Execute a powerful  
launch that sets a new  
standard for leadership  
intelligence.



YOUR SUPPORT  
PROVIDES THE  
FOCUS AND  
RESOURCES TO  
CROSS THE FINISH  
LINE STRONG—  
AND SET A NEW  
STANDARD FOR  
LEADERSHIP  
INTELLIGENCE.



YOU DON'T JUST HELP US FINISH—YOU HELP US LAUNCH  
SOMETHING THAT WILL SHAPE THE FUTURE OF LEADERSHIP.

ARCHITECTURAL ♦ STRATEGIC ♦ ENDURING ♦ PRECISE ♦ VISIONARY ♦ INTEGRATED ♦ FUTURE-READY

BECOME A FOUNDING ARCHITECT



STAEVRA

LEADERSHIP INTELLIGENCE PLATFORM

# Choose Your Founding Role. Shape What Lasts.

THREE WAYS TO HELP BUILD THE FUTURE OF EXECUTIVE INTELLIGENCE.



## FOUNDING SUPPORTER

**\$500**

*Help complete  
the foundation.*

### YOUR SUPPORT HELPS

- ✓ Platform development
- ✓ Testing and refinement
- ✓ Infrastructure
- ✓ Early deployment

### YOUR RECOGNITION INCLUDES

- Founding Supporter recognition (optional)
- Lifetime Founding Supporter status
- Early platform updates
- First look at major releases



## FOUNDING PARTNER

**\$1,500**

*Help shape  
the platform.*

### YOUR SUPPORT HELPS

- ✓ Executive pilot reviews
- ✓ Workflow refinement
- ✓ Product validation
- ✓ Founder build time

### YOUR RECOGNITION INCLUDES

- Everything in Supporter level
- Invitation to private founder updates
- Opportunity to provide strategic feedback

### MOST IMPACT



## FOUNDING ARCHITECT

**\$2,500**

*Help establish  
the future.*

### YOUR SUPPORT HELPS

- ✓ Trademark protection
- ✓ Awards submissions
- ✓ Final MVP completion
- ✓ Public launch readiness

### YOUR RECOGNITION INCLUDES

- Everything in Partner level
- Recognition as a Founding Architect
- Invitation to launch celebration/demo
- Direct access to quarterly founder briefings during year one



## READY TO BUILD WHAT'S NEXT?

Scan the QR code to  
become a Founding Builder  
and secure your role today.



**BUILD WITH INTENTION.  
LEAD WHAT LASTS.**



TOGETHER,  
THESE ROLES  
DRIVE REAL IMPACT.

**4**  
FOUNDING  
SUPPORTERS

+

**2**  
FOUNDING  
PARTNERS

+

**2**  
FOUNDING  
ARCHITECTS

=

**\$10,000**  
TO ACCELERATE OUR  
MISSION AND LAUNCH  
A NEW STANDARD.

ARCHITECTURAL ♦ STRATEGIC ♦ ENDURING ♦ PRECISE ♦ VISIONARY ♦ INTEGRATED ♦ FUTURE-READY

— YOUR SUPPORT. REAL IMPACT.

# Together, We Reach the Finish Line— and Set a New Standard for Leadership.

YOUR FOUNDING SUPPORT FUELS THE FINAL STEPS  
AND UNLOCKS WHAT'S NEXT.

With the right support now, Staevra™ will secure, refine, and launch a platform that transforms how leaders lead and how organizations grow.



Every milestone we reach together strengthens the platform, the community, and **the future of leadership.**



LEADERSHIP INTELLIGENCE PLATFORM

## WHAT YOUR SUPPORT UNLOCKS



### PROTECT

Secure trademark protection and our intellectual property.



### REFINE

Complete core platform capabilities and enhance user experience.



### VALIDATE

Submit for industry awards and gain third-party recognition.



### LAUNCH

Prepare for public launch with partnerships and go-to-market strategy.



### SCALE

Build infrastructure and systems to support future growth.



THE FUTURE OF EXECUTIVE INTELLIGENCE ISN'T BUILT ALONE.  
**IT'S BUILT TOGETHER.**



Your support today creates impact  
that **lasts for generations.**

ARCHITECTURAL ♦ STRATEGIC ♦ ENDURING ♦ PRECISE ♦ VISIONARY ♦ INTEGRATED ♦ FUTURE-READY

— JOIN US IN BUILDING WHAT ENDURES

# The Next Standard of Leadership *Begins Now.*



Built with intention.  
*Lead what lasts.*

BE PART OF THE FOUNDATION.  
HELP BUILD THE FUTURE OF EXECUTIVE INTELLIGENCE.

Staevra™ is more than a platform—it's a movement to transform how leaders lead and how organizations grow. We invite you to become a Founding Builder and leave your legacy in the next standard of leadership.



#### SHAPE WHAT'S NEXT

Your voice helps  
design what leaders  
will rely on.



#### LEAVE A LEGACY

Be part of the  
foundation of a  
new leadership  
standard.



#### DRIVE LASTING IMPACT

Your support creates  
change that  
compounds for  
generations.



#### JOIN A COMMUNITY OF INNOVATORS

Connect with forward-  
thinking leaders who  
are building what  
endures.



#### HELP BUILD WHAT MATTERS

Together, we establish  
the future of executive  
intelligence.



BECOME A FOUNDING ARCHITECT TODAY.  
SCAN THE QR CODE TO EXPLORE YOUR ROLE  
AND SECURE YOUR PLACE IN THE FOUNDING CIRCLE.



 [https://wmwintl.com/staevra\\_foundingpartners](https://wmwintl.com/staevra_foundingpartners)  
 [wendy@wmwintl.com](mailto:wendy@wmwintl.com)  
 844.735.6090

*Wendy Michelle Watson*  
FOUNDER  
Executive Leadership Strategist  
Architect of Executive Intelligence

ARCHITECTURAL ♦ STRATEGIC ♦ ENDURING ♦ PRECISE ♦ VISIONARY ♦ INTEGRATED ♦ FUTURE-READY