

Q4 PARTNERS' REVIEW

Handover.

Client has a plan to merge with AI

Procurement: day rates down, or pay on

ost. "They showed us their own AI plat

The work takes minutes. Graduate intake

AI clause: client data stays in-house

A short film for consultancies about the year they are having, and the work that keeps running after handover.

► Watch the film: gimmefylabs.com/consultancies

The year after.



Scan to watch

PIPELINE · Q4 PARTNERS' REVIEW

DISCOVERY	Client ran its own market scan with AI before kick-off
FEES	Procurement: day rates down, or pay on results
~~PITCH~~	~~Lost. "They showed us their own AI platform."~~
ANALYSTS	The work takes minutes. Graduate intake on hold
CONTRACT	AI clause: client data stays in-house
TOOLS	9 subscriptions. Who pays for which?
~~PIPELINE~~	~~Two projects end this month. Nothing signed after~~
REVENUE	<u>Stops at handover</u>

THE SQUEEZE

The pipeline looks like this now.

- Clients run discovery with AI before you arrive.
- Day rates down, or pay on results.
- Pitches go to firms with their own AI platforms.
- The analyst work takes minutes now.
- Every contract has an AI clause.
- When a project ends, so does the revenue.

It's not just you.

46%

of UK consulting firms
saw their fee income
fall in 2025

Oxford Economics for the
MCA, July 2026

−24%

UniCredit's spend on
outside consultants,
first half of 2026

Financial Times, August 2026

us\$3bn+

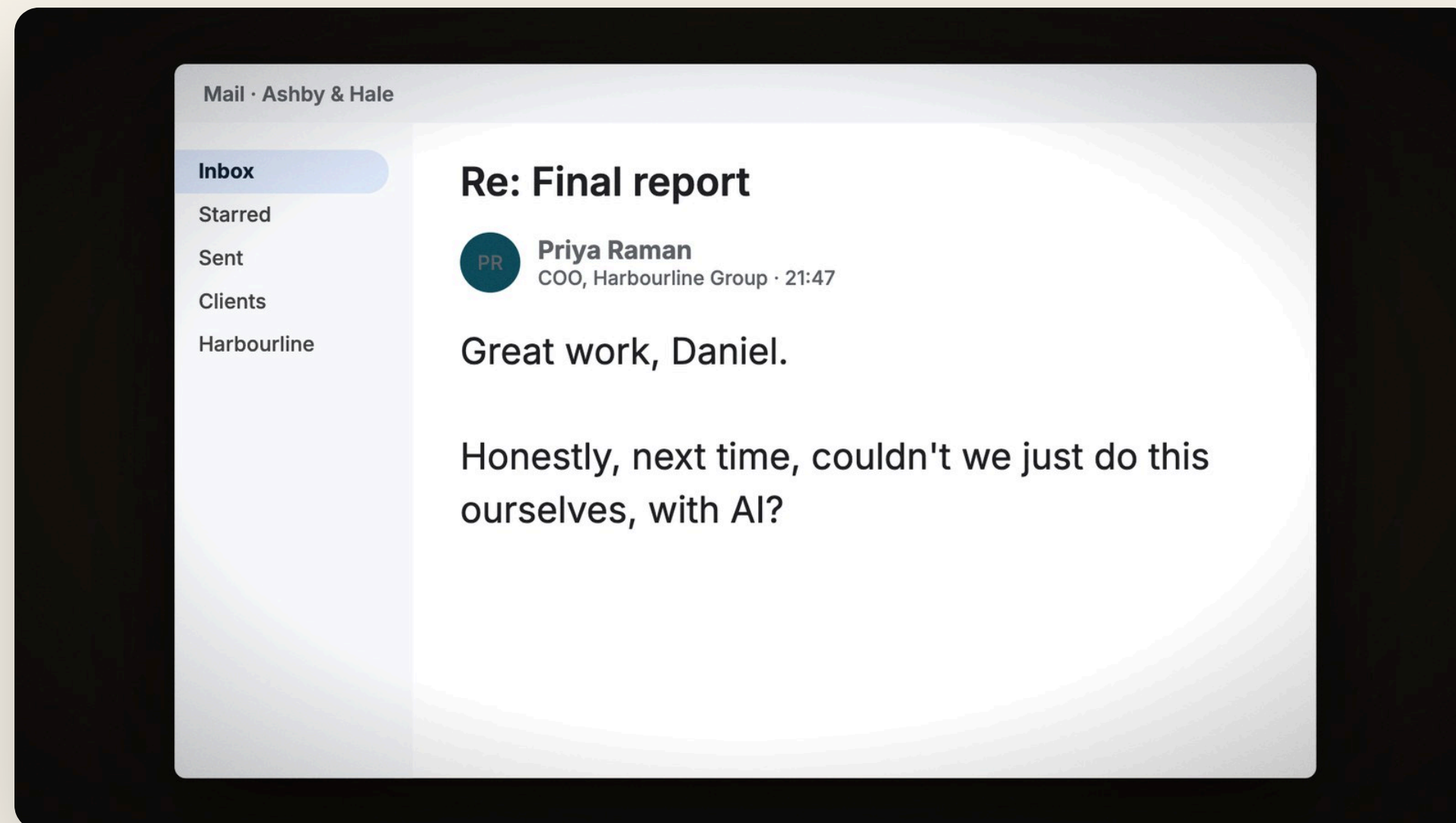
set aside by one Big
Four firm for its own
generative AI, through
FY2030

Deloitte, September 2025

34%

of office staff have put
customer data into
public AI tools

Wakefield Research for
PagerDuty, June 2026



THE QUESTION

*“Great work, Daniel.
Honestly, next time,
couldn’t we just do this
ourselves, with AI?”*

It comes from a client who liked the work.
And sixty people are counting on the
answer.

So keep it running.

Don't hand the thinking over. The method lifts off page three of the report and keeps running, for every client, every month.

1 Ground

2 Size

3 Test

4 Choose

5 Run

The Ashby Five, the method of the firm in the film, running as a workflow on its own platform.

THE ASHBY FIVE • RUNNING

Keep it running.

STEP 2

Size

The numbers: yours and the client's

DONE

STEP 3

Test

A panel of the client's real buyers

LIVE

STEP 4

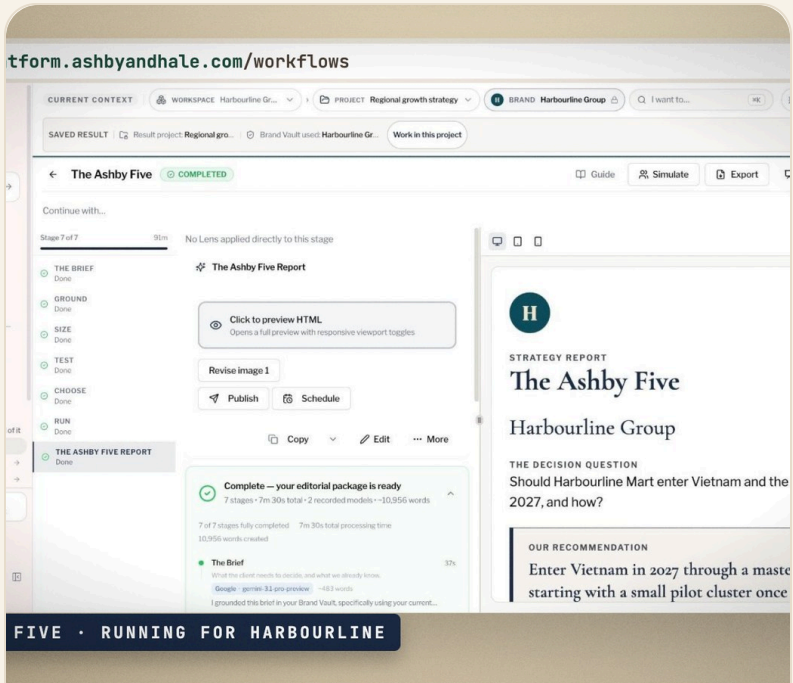
Choose

The models argue the options

NEXT

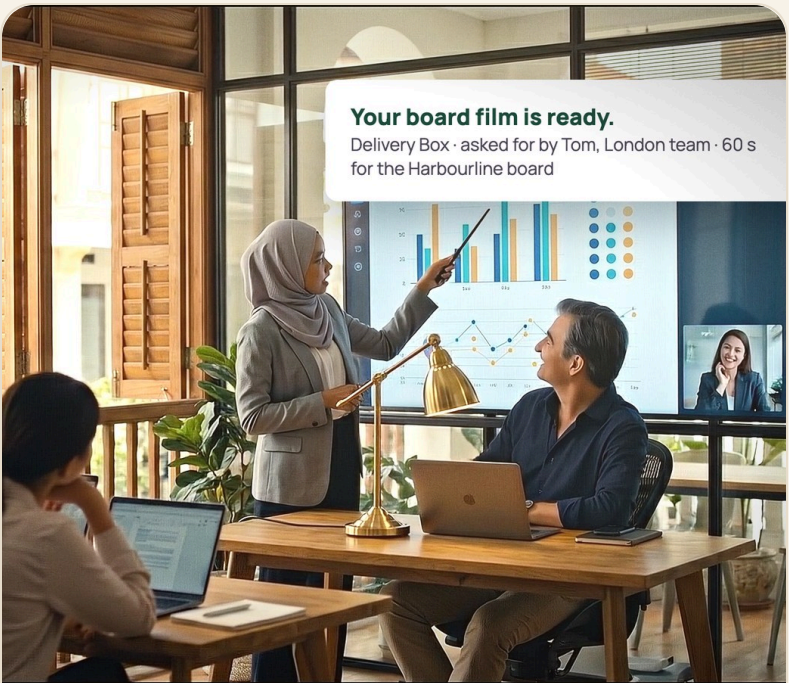
THE YEAR AFTER

For the firm.



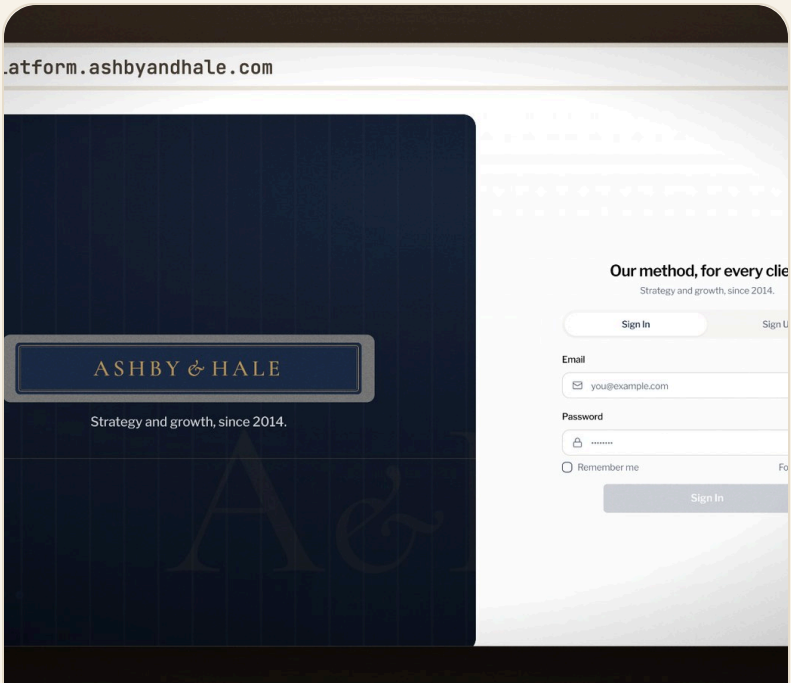
**Your method,
productised**

Every client runs your framework, every month. It renews instead of ending at handover.



The Delivery Box

Anyone on the team can ask for help. No in-house delivery team to maintain.



**Your name,
your domain**

Your name, your colours, your address. Your method inside.



Pay for what you use

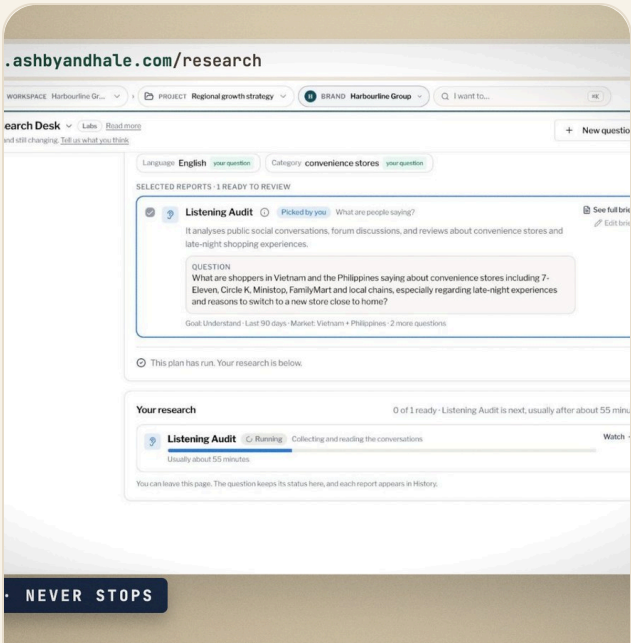
Nine subscriptions become one bill, for you and your clients.

THE YEAR AFTER

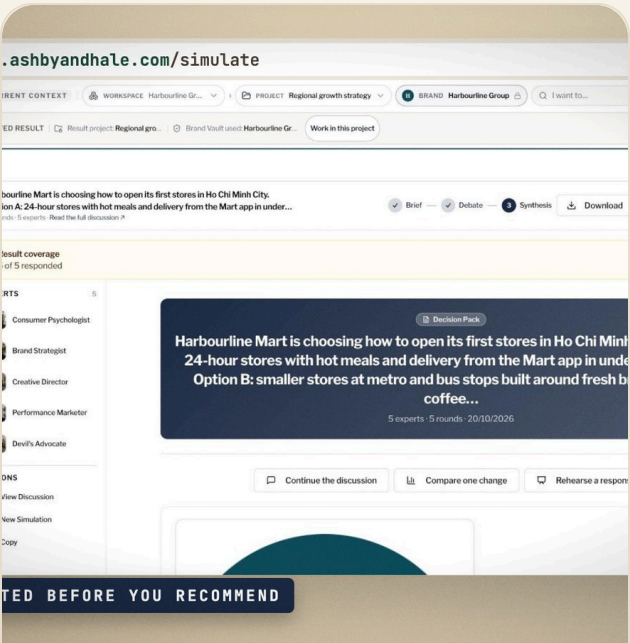
For the people, and the work.



**Your people
move up**
Analysts run the
method for more
clients, and do senior
work sooner.



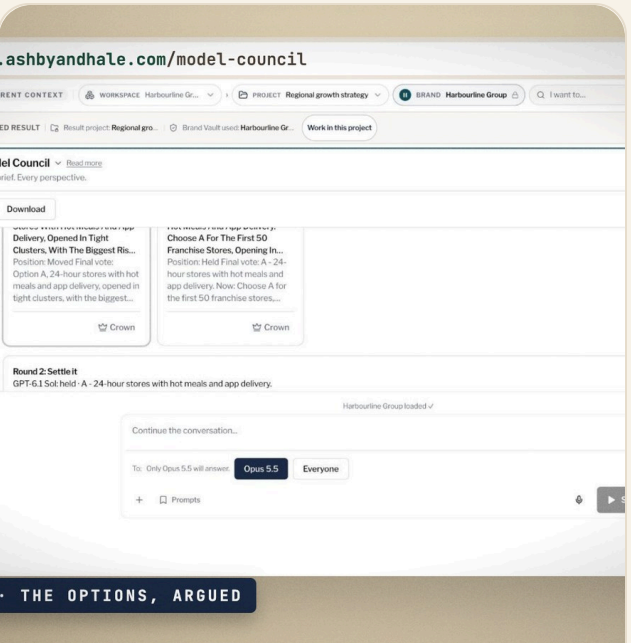
Discovery in days
The market scan takes
days, and the research
keeps running.



**Proof before
you recommend**
A simulated panel of
the client's buyers, then
Model Council.

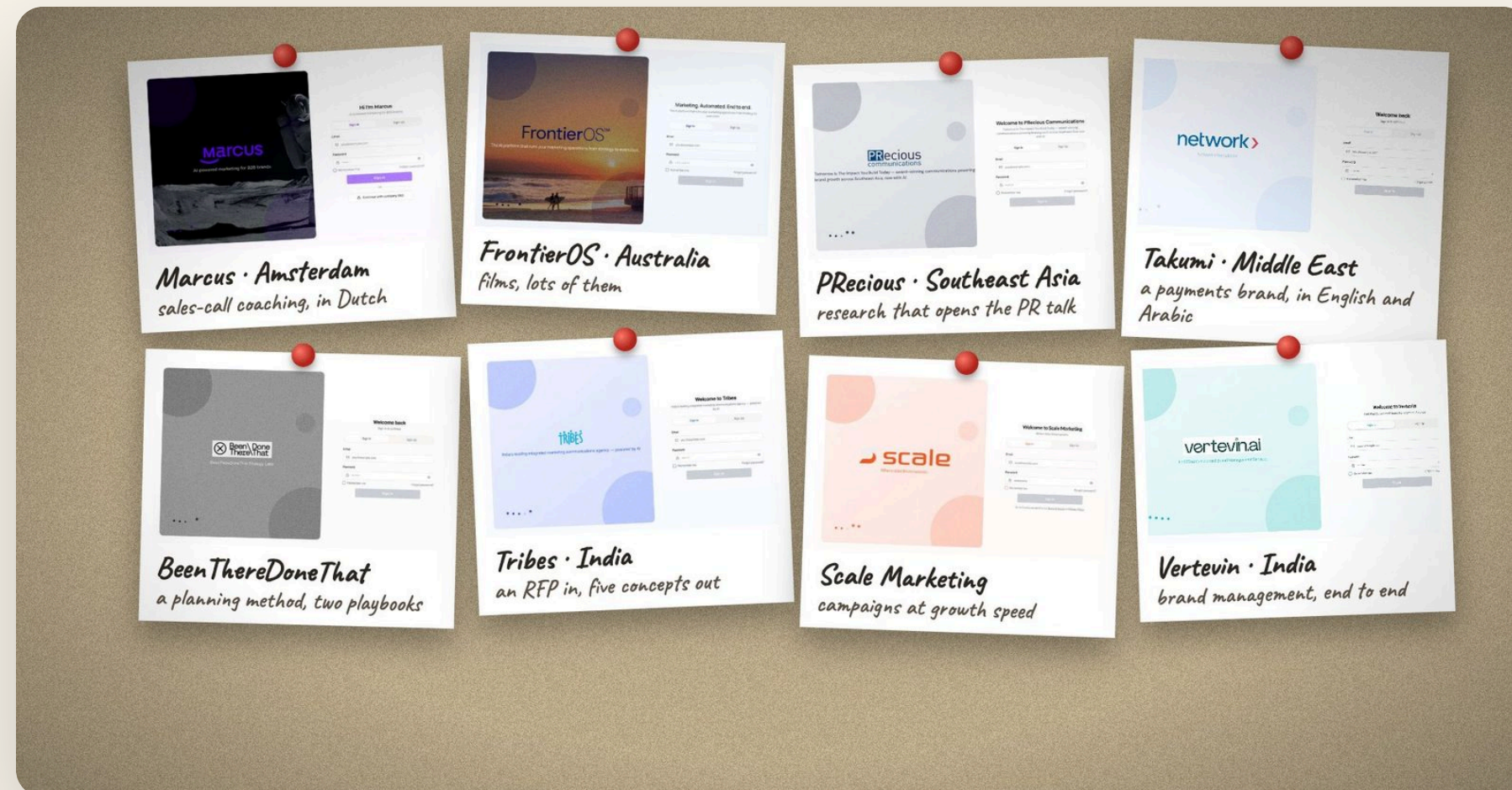


**Every client
walled off**
A brand world each,
kept apart. Client data
stays where the
contract says.



No tech team
You do the thinking. We
run the technology.

Already running, under their own names.



Consultancies and agencies, from boutiques to global networks, already run their own platform on gimmeFY, each with its own method built in.

Same engine. Each one built its own.

Google for Startups Cloud Program

An IMDA Spark company



THE QUESTION EVERY CONSULTANCY ASKS US

“Why not just use ChatGPT or Claude?”

We don't race the models. We ride them.

01

The deepest brand world

Identity, tone, products, audiences and past work for every client, kept apart and kept current. Our lane, and we mean to win it.

02

What a chat window can't do

Months of listening, your clients' own data, buyer panels before you recommend, a council of models.

03

Your AI agent as a partner

Bring your own Claude or ChatGPT. Connected through MCP, it works on your platform with your method.

Works with

Gemini

Claude

ChatGPT

YOUR AI AGENT + GIMMEFY

Together, they make on-brand marketing magic.

YOUR AI AGENT BRINGS

Claude, ChatGPT, Gemini

- Brilliant reasoning and writing
- Speed, at any hour
- The way your team already works
- Every new model, the day it ships



GIMMEFY BRINGS



A brand world for every client

Identity, tone, products and audiences, kept apart and current.



Your clients' own numbers

Google Analytics, Search Console, Shopify, Meta Ads, HubSpot.



Proof before you recommend

Simulated buyer panels and a council of models.



Live data from the market

Social listening, news, search rankings and AI visibility, week after week.



Your method, as a workflow

Every step of your framework, run the same way for every client.



Your name, your rules

Every client walled off, unlimited users, your own domain.

Connect your AI agent to your platform through MCP, and it works with all of this. The smarts are theirs. The brand worlds, your method and the specialist marketing skills are yours.

What's underneath, in plain words.

+ Your own platform

Your name on the door. The Delivery Box whenever anyone needs a hand.

04 Governance

One workspace for every team, office and client. Your rules.

03 Agents

Specialist skills for every job, including your own method.

02 Knowledge

Everything about every client, kept apart.

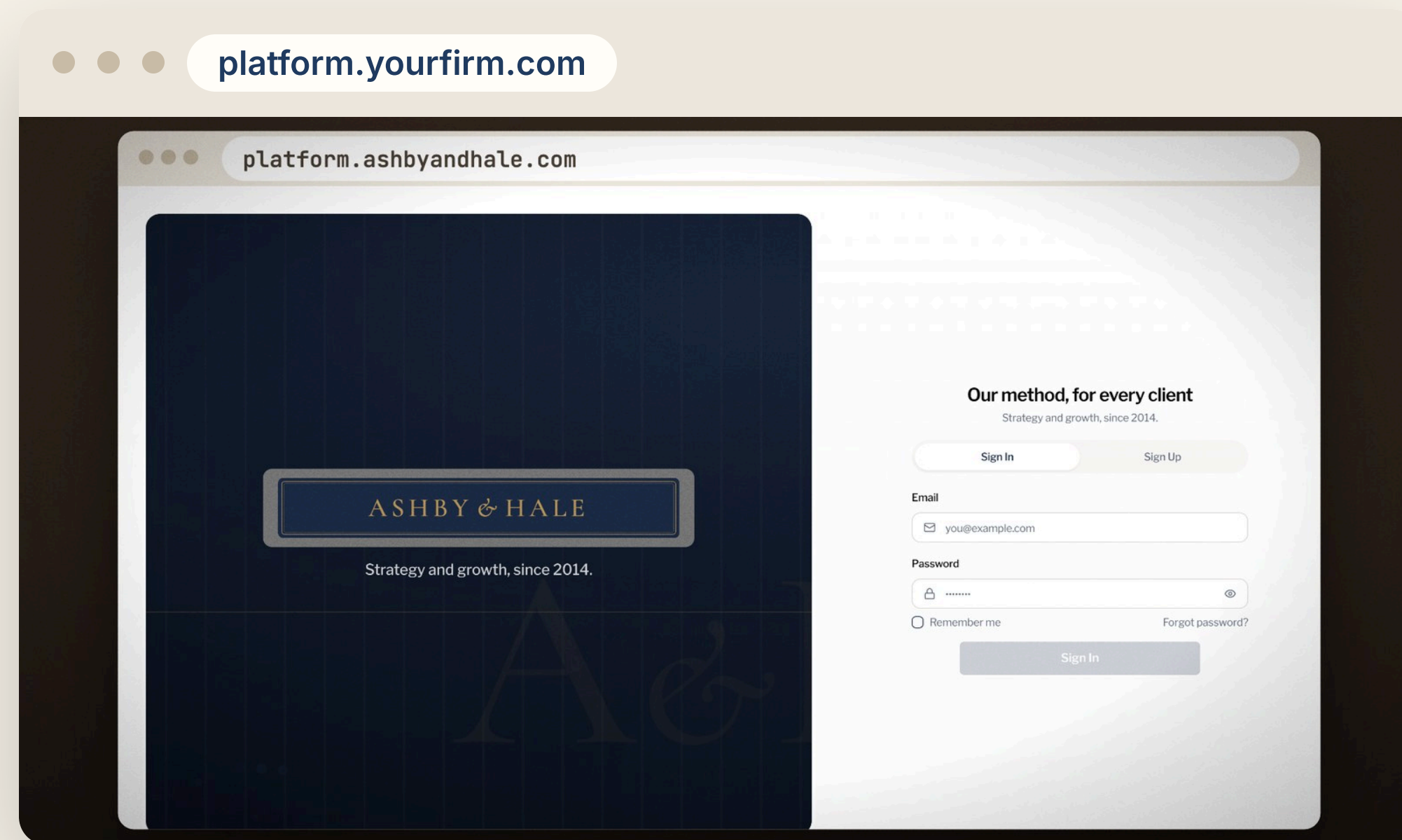
01 Models

Every leading AI model, kept up to date. Nothing to upgrade.

Yours is already built.

Your name on the door. Live in hours.

Say the word and your platform goes live under your name, in your colours, at your own address, with your method inside. We set up your sign-in page before we meet.



It's all yours.

Claim your platform, with USD 1,200 in AI credits.

2,000

credits on day one

1,000

credits every month, for ten months

No card

No contract. No questions asked.



gimmefylabs.com/consultancies

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Made on gimmefy. Every shot, image and note of music in the film was made on gimmefy, most of it on Ashby & Hale's own platform. 10 credits = USD 1.