VELOCITY
INDUSTRIAL PARTNERS

FOR INVESTORS, TECHNOLOGY PROVIDERS & INDUSTRIAL COMPANIES

INDEPENDENT INDUSTRIAL TECHNOLOGY ADVISORY

See the industrial market as it really works

The model looks right. The demo works. The pitch is convincing. The pilot shows promise. The trouble shows up months later, and the problem depends on where you sit: plants and infrastructure that will not connect, customers who will not pay for the upgrade, a workforce that is not ready, an investment that is plunging in value.

By then, the money is committed and it is too late. We find those problems early, while they are still cheap to fix or easy to walk away from.

Velocity Industrial Partners gives you an independent read on industrial technology: what works, what is hype, and where value is moving as AI takes on more of the work. Our advice comes from people who have, researched, built, sold, bought, and run these systems.

WHY IT MATTERS

The spreadsheet can make the case. The plant floor and frontline workers decide whether it is real.

WHO WE HELP

Serving three markets. Providing one standard of evidence.

Investors

Private equity, venture capital, growth equity, and corporate development.

Avoid deals that only work on paper.

Test the thesis before you deploy capital, and build value after you close.

Technology Providers

Industrial software, automation, and technology companies.

See displacement coming while there is time to respond.

Know where you stand and how to win the buyer.

Industrial Companies

Manufacturing, energy, utility, and process industry leaders.

Put your budget into the systems that pay back, new and old.

Invest on evidence, not vendor promises.

SIGNATURE SERVICE

Industrial Value Span™ Assessment

Know which industrial software will gain value as AI takes on more of the work, which will lose it, and why. We score a product by what it contributes to a customer's decisions across six lifecycle stages, mapped to the processes the solution supports, and then test how that position holds up as AI agents take on more of the work.

01 CONNECT	02 CONTEXTUALIZE	03 ANALYZE	04 OPTIMIZE	05 DECIDE	06 GOVERN
FEEDS THE DECISION		SHAPES IT	EXECUTES IT		GOVERNS IT

ELEVATED
Holds value agents cannot work without.

DEMOTED
Survives as a system of record but loses decision authority.

ABSORBED
Agents perform the work the solution held.

NET NEW
No legacy category currently performs the function.

INVESTORS
Will this target's value compound, or is it about to be commoditized?

TECHNOLOGY PROVIDERS
Is your core position at risk, who could take it, and how?

INDUSTRIAL COMPANIES
Which systems will your AI depend on, and which are you overpaying to keep?

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OUR SERVICES

Services built around the decision you face

For investors

Industrial Value Span™ Assessment
Know whether a target's value will compound or erode as AI reshapes industrial software.

High-Velocity Market Scanning
Find the opportunities worth pursuing before the rest of the market catches up.

Commercial Due Diligence Support
Confirm that the customers, the pricing power, and the path to growth are real.

Market Readiness Assessment
Surface the operating problems that standard diligence misses.

Interim Operating Partner Support
Turn the value creation plan into results in the plant and in the sales pipeline.

For technology providers

Industrial Value Span™ Assessment
See where your products, your competitors, and your acquisition targets really stand, and how AI will move them.

Buyer Analysis
Replace internal assumptions with hard data from the buyers you need to win.

Positioning Guidance
Explain what makes you different in terms industrial buyers believe.

Partnership and Channel Identification
Find the right partners faster, and get introduced.

Thought Leadership and Public Speaking
Strengthen your standing with buyers through a respected, independent voice.

For industrial companies

Industrial Value Span™ Assessment
Put your software budget where it improves decisions.

Technology Adoption Analysis
Build your business case on what other companies actually achieved.

Best Practitioner Introductions
Learn from companies that have already made it work.

WHY CLIENTS TRUST US

Operational truth changes outcomes.

We have been on every side of the table.
Our partners have worked inside software companies, automation suppliers, industrial operators, and research firms.

We know what works and what is marketed.
Decades of watching technologies scale or stall after the pilot tell us which claims hold up and why.

We go to the source.
Our findings come from the buyers, users, and operators who live with these decisions, not from secondary reports or AI summaries.

We tell you what we found.
Even when it is not the answer you hoped for, a fast, well-supported "no" is often the most valuable thing we deliver.

OUR INDEPENDENCE COMMITMENT

We disclose any relationship that could affect our work, decline engagements where we cannot be objective, and never sell a favorable result.

HOW WE ENGAGE

1 DISCOVER
Map the market, the target, or your own portfolio, and define the decision that matters.

2 CONFIRM
Test claims against evidence from buyers, users, architecture, and operations.

3 EVALUATE
Weigh the risks and options: adoption, defensibility, integration, pricing, and readiness.

4 OPTIMIZE
Set the priorities and roadmap, and help carry them out where you need us.

Gain velocity.

Start with one decision: a target, a product, or a system you are weighing. Tell us what you need to know and when.

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