



BCA CAPITAL SERVICES · SERVICE DOMAIN 11

Corporate Access & Introductions

*Access to the accounts and people
that matter.*



11

SERVICE DOMAIN

07

PRODUCTIZED SERVICES

EL

ENGAGEMENT-LETTER
GOVERNED

REFERENCE
BCA/CACI

The access
domain of the
BCA capital
pathway.



Access to the accounts and people that matter.

Revenue has a capital logic too. The Corporate Access domain converts BCA's network into structured, accountable business development — account intelligence, warm introductions to decision-makers, market-entry access programmes and embedded BD leadership, with every introduction logged and attributable.



THE SERVICES

01	BCA/CACI-001	SAIB™ — Strategic Account Intelligence Brief	ACCOUNT INTELLIGENCE
02	BCA/CACI-002	TAMST™ — Target Account Mapping Service	MULTI-ACCOUNT MAPPING
03	BCA/CACI-003	DMAS™ — Decision-Maker Access Sprint	INTRODUCTION SPRINT
04	BCA/CACI-004	CAR™ — Corporate Access Retainer	ONGOING ACCESS PROGRAMME · FLAGSHIP
05	BCA/CACI-005	MEAP™ — Market Entry Access Package	MARKET ENTRY PROGRAMME
06	BCA/CACI-006	FBDL™ — Fractional BD Lead	EMBEDDED BD PROGRAMME
07	BCA/CACI-007	PSA™ — Partnership Structuring Advisory	PARTNERSHIP ADVISORY

Every service below carries a defined scope, named deliverables and explicit quality standards — confirmed in a signed engagement letter before work begins. **Commercial terms are tailored to each mandate.**

The services.

01

SAIB™ — Strategic Account Intelligence Brief

Everything you should know about a strategic account before you pursue it.

BCA/CACI-001

ACCOUNT INTELLIGENCE

WHO IT'S FOR

Vendors and service providers targeting a specific large enterprise, government or institutional buyer.

WHAT YOU GET

A full account profile — structure, leadership, priorities and pain points — with a decision-maker map, procurement-process map, competitive positioning and specific, actionable entry points.

02

TAMS™ — Target Account Mapping Service

Account intelligence at campaign scale.

BCA/CACI-002

MULTI-ACCOUNT
MAPPING

WHO IT'S FOR

Businesses pursuing a portfolio of eight to twenty target accounts across a defined sector, segment or geography.

WHAT YOU GET

Comparative account profiles, a cross-account decision-maker map, buying-process patterns, a prioritisation matrix and a sequenced engagement plan for the whole portfolio.

The services, continued.

03

DMAST™ — Decision-Maker Access Sprint

Warm introductions to the specific people you need to meet — on a deadline.

BCA/CACI-003

INTRODUCTION SPRINT

WHO IT'S FOR

Businesses that need to reach named decision-makers inside target accounts within a defined window.

WHAT YOU GET

A targeted sprint of warm introductions through BCA's network — strategy per target, introduction execution, meeting support and follow-up coaching, with every introduction logged.

04

CAR™ — Corporate Access Retainer

Ongoing access to BCA's corporate network — aligned entirely to results.

BCA/CACI-004

ONGOING ACCESS
PROGRAMME · FLAGSHIP

WHO IT'S FOR

International firms targeting Nigeria and Africa, and scale-ups moving into corporate sales, that need a continuous flow of qualified introductions.

WHAT YOU GET

Standing access to BCA's network: quarterly target-account refreshes, a monthly cadence of introductions, light-touch BD strategy counsel and an annual portfolio review — on success-aligned terms.

The services, continued.

05

MEAP™ — Market Entry Access Package

The corporate-access infrastructure for entering a new African market.

BCA/CACI-005

MARKET ENTRY
PROGRAMME

WHO IT'S FOR

International firms and scale-ups entering Nigeria or another African geography that need relationships, not just research.

WHAT YOU GET

A six-month programme combining target-account mapping, decision-maker access for priority targets, partnership and distributor scouting, an introductions calendar and BD coaching for the entering team.

06

FBDL™ — Fractional BD Lead

Senior business-development leadership, embedded — before you can justify the full-time hire.

BCA/CACI-006

EMBEDDED BD
PROGRAMME

WHO IT'S FOR

Scale-ups, mid-market firms and international entrants needing senior BD leadership two to three days a week.

WHAT YOU GET

A named BCA professional embedded as your fractional BD lead: strategy and execution, pipeline management, team coaching, decision-maker engagement on key accounts and disciplined performance reporting.

The services, continued.

07

BCA/CACI-007

PARTNERSHIP ADVISORY

PSA™ — Partnership Structuring Advisory

Commercial partnerships structured to survive contact with reality.

WHO IT'S FOR

Businesses structuring a distribution, agency, licensing, channel or non-capital JV relationship.

WHAT YOU GET

The economic case and commercial term framework — revenue share, exclusivity, territory, performance — plus operational governance, risk allocation, exit provisions and a term sheet developed with counsel.

The access domain of the BCA capital pathway.





LET'S TALK

Every engagement begins with a *structuring conversation.*

Whether you're testing whether you're ready, weighing a structure, or preparing to go to market, the first step is the same: a conversation about where you are and what the right next move looks like.

Tell us your situation and we'll set out the recommended sequence — and exactly what each engagement would cover before any commitment is made.

START THE CONVERSATION

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