

The 80/20 Program

One audience. One priority outcome. Nine focused weeks.

AI makes creation faster. It does not decide what deserves to be built.

Senior judgement

Research, strategic judgement and design identify the decisions that shape commercial progress.

Focused execution

A focused senior team uses AI to turn those decisions into working proof — quickly and coherently.

Find the few decisions that unlock meaningful progress.

20

The vital decisions

80

The progress we pursue

80/20 is commercial discipline, not a split of project time or a productivity promise. Focus on the vital decisions, align one priority outcome, and build only what advances it.

B2B companies preparing to launch, reposition or enter a new market.

Launch

Make a new company, offer or proposition clear.

Reposition

Rebuild a story that no longer lands.

Enter a market

Focus on the audience and outcome to win first.

One connected program.

Clarity → Proof → Repeat

Clarity

Focused audience, differentiated proposition and a prioritised brief.

Proof

An experience customers can see, use and respond to.

Repeat

Reusable assets, an agreed AI workspace and a practical next-step plan.

Four ways in. The same discipline.

01	Brand	A clear, differentiated brand ready to use.
02	Website	A focused website built around one commercial journey.
03	Product	A tested prototype for one priority experience.
04	Market	A market-ready launch system your team can activate.

Each route has an agreed boundary. The finish is fixed because the scope is fixed first.

A defined scope. A dependable finish.

What is included

One priority audience and outcome, selected route(s) and agreed deliverables — written with the fee before kickoff.

What we need from you

A named decision-maker, evidence, access and consolidated feedback at the agreed review points.

When decisions land

Decision gates at the end of weeks 3 and 7. Launch and handover in weeks 8–9; a 30-day check-in after release.

Decide. Make. Release.

WEEKS 1–3

Decide

Agree the audience, evidence, priority outcome and route.

WEEKS 4–7

Make

Build, test and refine the agreed commercial proof.

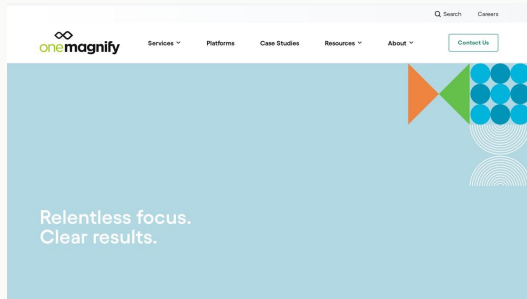
WEEKS 8–9

Release

Prepare the work for use, launch and confident ownership.

Senior accountability · visible milestones · usable handover

Work that moved the measure.



OneMagnify · Global

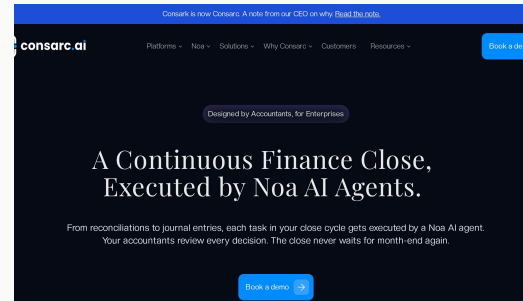
Challenge

Brand promise and digital presence had drifted apart.

Contribution

Experience architecture and visual language redesign.

One unified digital experience



Consarc · Fintech

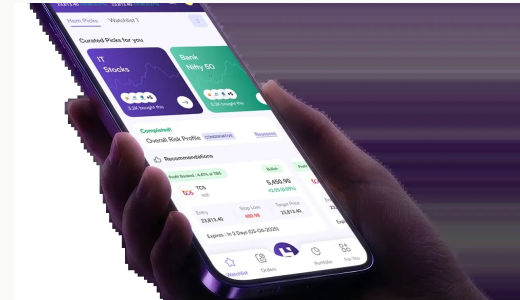
Challenge

Unpredictable product releases during rapid growth.

Contribution

Discovery rituals, a design system and quality gates.

A repeatable delivery cadence



Hem NXT · Financial services

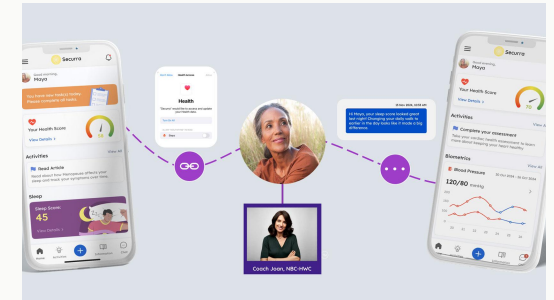
Challenge

An investing experience built around older trading patterns.

Contribution

Mobile-first experience redesign and platform architecture.

A modern mobile-first investing experience



Securra · Healthcare

Challenge

A slow referral-to-diagnosis journey.

Contribution

Research that redirected focus to referral intake.

Referral-to-diagnosis: 12 weeks to 7 days



09 · WHY SQUAIRCLE

Senior judgement. One accountable relationship.

Saravanan Vijayakumar (SVK)

Founder & CEO

More than 20 years across banking, healthcare, retail and government
— bringing strategy, design and delivery together.

Global clients. A deliberately small senior team.

The work leaves with you. Not a dependency. A system.

Usable assets

The agreed brand, website, tested prototype or launch materials, with templates and usage guidance.

An agreed AI workspace

Approved company context, templates and guidance. Platform, access and third-party terms are confirmed before kickoff.

Your next move

Recorded handover, a practical 30-day plan and a check-in to resolve adoption blockers within the agreed work.

Completed paid-for assets transfer to you; third-party and pre-existing rights remain.

START WITH THE OUTCOME

What needs to move in nine weeks?

A 25-minute scoping call with Saravanan Vijayakumar (SVK).

Book a scoping call →

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SCAN TO BOOK