

C A S E S T U D Y

The Future of Value Creation

Compressing 12-Week Diligence into 12 Days
For Growth Equity Investors

Amplifyer + MARKET STRATEGY GROUP
APRIL 2026

EXECUTIVE SUMMARY

Market Strategy Group (MSG) partnered with Ampliflyer to conduct a rigorous, apples-to-apples test of how AI-augmented strategy can elevate consulting engagements by enabling consultants with insights and tools. MSG selected a recently completed engagement as a control group and re-executed the entire project using Ampliflyer's AI-native strategy platform under the direction of MSG's partners to assess whether AI-guided analysis could help produce sharper strategic insights and better execution pathways for clients, as well as perhaps accelerate project delivery.

85%

FASTER TIME-TO-INSIGHT

60–80%

REDUCTION IN RESEARCH LABOR

12 Days

VS. 12 WEEKS TRADITIONAL

While these outcomes do not incorporate insights from traditional primary research such as customer and competitor interviews, they do support more informed decision-making at every step of strategic planning and investment processes, as well as faster iterations of key steps. Furthermore, Ampliflyer sets the stage for more informed, more nuanced primary customer and competitor research that will drive more informed and improved investment and growth strategy decisions.

THE BENCHMARK CHALLENGE

Market Strategy Group is a premier advisory firm that helps private equity sponsors accelerate value creation in portfolio companies. Because insight velocity increasingly determines investment outcomes, MSG partnered with Ampliflyer to quantify how AI-augmented strategy could improve diligence speed, targeting precision, and post-acquisition growth execution.

For the benchmark test, MSG selected a recently completed engagement involving a **\$250 million** private-equity-backed cybersecurity platform seeking to expand into a **\$35 billion** adjacent market across several public sector verticals in the US. The original engagement represented traditional consulting at its best: 10–12 weeks of research involving more than **500** survey responses, **20** executive interviews, and extensive data synthesis conducted by MSG's analysts and strategists.

MSG's leadership wanted to determine whether AI could potentially augment this consulting-grade rigor while accelerating the speed at which investors could validate initial assumptions about strategic growth opportunities.

Dimension	Traditional	Amplifyer-Enhanced
Timeline	10–12 Week Engagement	12 Days to Actionable Conclusions
Survey Responses	500+	AI-enabled secondary research, meta-analysis, and synthesis
Executive Interviews	20	Directed by MSG partners
Market Scope	\$35B broad adjacent market	Additional \$900M high-precision micro-segment identified
Output	Validated growth strategy	Expanded opportunity set + faster GTM pathways

HUMAN EXPERTISE + MACHINE-SCALE DILIGENCE

MSG re-executed the entire strategic analysis using Amplifyer's AI platform, with MSG's strategists directing the analytical frameworks, hypotheses, and interpretation of results. Amplifyer's tools rapidly synthesized agency budgets, procurement signals, buyer segmentation patterns, and technology adoption trends. Rather than replacing MSG's strategic expertise, the platform functioned as a **force multiplier** that allowed consultants to evaluate complex market dynamics to derive high-level insights in a fraction of the time.

HOW AMPLIFYER WORKS

Amplifyer accomplishes results beyond what off-the-shelf LLMs can achieve by engaging users in effectively orchestrating multiple agents to conduct analyses to drive business and investment outcomes.

These agents leverage best practices from finance, management, strategy, and marketing to gather intelligence, conduct analysis, and synthesize insights and deliverables. Quality control agents reduce risks and concerns, ensuring Amplifyer builds its outputs on real-world data.

With Amplifyer, a sophisticated user interfaces with a team to share a business problem, develop an approach, and generate outcomes, creating value well beyond iterated prompts.

AI-AUGMENTED INSIGHT

During the “re-analysis,” Amplifyer’s segmentation engine surfaced a possible micro-segment within the federal cybersecurity market: **Zero Trust enforcement tools connected to identity orchestration within several financial regulatory agencies.**

The AI-guided analysis revealed nearly **\$900 million** in aligned program budgets across a small set of agencies that had been obscured within the broader \$35 billion market opportunity. This allowed MSG to identify a potentially faster revenue pathway with lower competitive density, potentially accelerating portfolio company ARR growth by **18–24 months.**

\$900M

ADDITIONAL ALIGNED PROGRAM BUDGETS IDENTIFIED

18–24 Mo

POTENTIAL ARR GROWTH ACCELERATION

THE QUANTIFIABLE IMPACT FOR PE SPONSORS

The comparison demonstrated that Amplifyer enables more comprehensive and improved diligence and value creation by uncovering additional, new growth opportunities through an expanded view of possibilities versus traditional, primary research. The AI-enabled analysis produced sharper targeting and enhanced validation of growth opportunities, enabling sponsors to initiate GTM expansion strategies more rapidly and with greater confidence.

Investors can test more initial hypotheses against a greater range of variables, effectively improving the quantity of quality scenarios for consideration and testing them. Delivering these initial results required a fraction of the time needed for primary research.

While Amplifyer doesn’t replace deep customer and competitor research in the diligence and strategy process, it is an accelerant—enabling investment teams to rapidly prioritize and refine research efforts.

KEY TAKEAWAY

For growth equity investors, this shift represents more than efficiency. Improved strategic validation can shorten the path to EBITDA growth and improve exit-multiple potential by enabling earlier execution of high-value growth initiatives.