Just Good Business

Grow, pivot and reduce risk

For founders, owners, and anyone raising a grant or investment. See where your business can go.

WHAT SYSTEMS THINKING IS

Systems thinking treats your business as a system: customers, cash, people and rivals joined by loops that compound growth or drain it, and delays that hide both until late.



HOW SOSX HELPS

Research

Market, rivals and funding routes researched, every source cited, yours to accept.

Build

Your business at the centre of a typed map, each claim graded by its evidence.

Analyse

Cash under worst, base and best cases; growth options on time and money.

Report

Investor and funder views, and grant drafts from your own evidence.

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THE PROBLEMS IT SOLVES

> “Should I even start this? What would have to be true?”

> “We’re busy. But where is the next pound of profit?”

> “How many months of cash do we really have?”

> “We need a grant or an investor. Where is our case weak?”

KEPT CURRENT

Come back in six weeks with fresh numbers: it shows exactly what moved, and raises any measure drifting from plan as a finding with a next step.

AN ILLUSTRATIVE EXAMPLE

A design studio with one client carrying much of its fees: the cash budget shows how long cash lasts if that client leaves, in a bad year and a good one, and the growth options show which move fills the gap fastest.

SCAN FOR THE FREE TOOLKIT

Get the free systems-thinking toolkit for Just Good Business

sosx.ai/toolkits/just-good-business

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