

MADEHILLS | MH

Strategic clarity for what comes next.

Promise. Proposition. Path.

What We See

Most growing businesses do not lack potential.

They lack a clear connection between what they stand for, the value they offer and how they take it to market.

When those three things drift apart, growth becomes harder than it needs to be.

What We Are

MADEHILLS helps ambitious businesses define their promise, sharpen their proposition and build a clearer path to market.

Promise

Brand

What should the business stand for, and what should people expect from it?

Proposition

Value

What does the business offer, who is it for, and why is it worth choosing?

Path

Go-to-market

How does the business reach the right people, create demand and turn attention into growth?

The MADEHILLS
Framework

Before a business can grow clearly, it needs to know what it wants to mean.

Define the Promise

MADEHILLS helps define:

- Positioning: where the business sits and the space it wants to own
- Brand promise: the consistent value people should expect
- Narrative: the story connecting where the business came from and where it is going
- Messaging: the words and tone that make the business understandable and recognisable
- Identity direction: how the promise should look, feel and show up

Potential only becomes valuable when people can understand what they are being offered and why it matters.

Define the Proposition

MADEHILLS helps define:

- Audience: who the business is creating value for
- Customer need: the problem, desire or opportunity being addressed
- Core proposition: what is being offered and why it matters
- Offer architecture: how the products, services or experiences fit together
- Differentiation: why someone should choose this business

Once the promise and proposition are clear, the question becomes how they move.

Define the Path

MADEHILLS helps define:

- Priority audiences and customers
- Route-to-market
- Channels and distribution
- Content and visibility
- Partnerships and strategic opportunities
- Launch or activation strategy
- Commercial priorities and next actions

When MADEHILLS Is Brought In

We typically work with partners when:

- The business has grown, but the brand has not caught up
- The offer is valuable, but difficult to explain or sell
- The team is active, but its growth efforts feel disconnected
- The business is preparing to launch, reposition or enter a new market
- The founder can see the opportunity but needs greater clarity around what comes next

How We Engage

Outside Perspective

A focused 45 minute conversation to understand the business, identify whether the real challenge sits within its promise, proposition or path, and determine the most valuable next step.

Strategic Sprint

A focused four-week engagement designed to solve a clearly defined challenge and turn the thinking into practical decisions, tools and priorities.

Strategic Partner

Ongoing strategic counsel and hands-on support to implement the work, navigate new opportunities and keep the business moving in the right direction.

PANGAIA

KRPT

Roof Gardens

STRONG Pilates

IKEA

Sports World Group

Gartner

SPAARKD

Selected Experience Behind MADEHILLS

Every business, brand and person exists in two forms:

What it is *today*.

And what it is capable of *becoming*.

Our role is to help close the gap.

MADEHILLS
josh@madehills.com

Define the promise.
Clarify the proposition.
Build the path.

Begin with an Outside Perspective.