

**For opportunities where
government, industry, trade
and investment need to align.**

From strategic opportunity
to executable position.



**CAPABILITY
STATEMENT**

Valuable opportunities often stall due to **structural misalignment**

High-value initiatives do not fail because the underlying idea is poor; they lose momentum when commercial objectives, government priorities, investment requirements, and industry capabilities diverge. We eliminate this friction by synchronising these complex moving parts into a unified execution strategy.

This is the environment in which Suasor operates.



We close the gap between strategic intent and executable opportunity.

Suasor takes carriage early: identifying and shaping the opportunity, understanding the policy and commercial environment, bringing relevant parties into alignment and establishing a practical pathway toward execution.

Originate. Align. Structure. Progress.

Five connected capabilities move an opportunity toward execution.

01

Origination & opportunity development

We identify and shape opportunities where government priorities, industry capability, market demand, trade pathways, investment settings and execution requirements converge.

Find where strategic need and commercial opportunity intersect.

02 Opportunity identification & positioning

We develop the strategic and commercial rationale and position opportunities credibly with the organisations whose participation, investment, approval or support is required.

Turn an idea into a proposition others can act upon.

03 Government & stakeholder alignment

We help clients understand the institutional environment, identify relevant decision-makers and stakeholders, test alignment and resolve issues before substantial resources are committed.

Align interests before misalignment becomes a barrier.

04 Investment & commercial structuring

We clarify the investment proposition, identify potential capital and strategic partners, consider risk allocation and develop the commercial logic required to move from interest toward commitment.

Make strategic significance commercially credible.

05 Execution readiness & project progression

We coordinate outstanding commercial, stakeholder, supply-chain and investment issues so the opportunity can progress toward implementation.

Move from proposition to decision and delivery.

**Relationships create access. Commercial structure creates momentum.
Execution creates value.**

From opportunity to execution.

Suasor engagements are structured around the opportunity rather than a predetermined consulting methodology.

01

Identify

Recognise the opportunity

02

Assess

Test strategic and commercial substance

03

Align

Bring the necessary parties together

04

Structure

Establish commercial and investment logic

05

Progress

Resolve barriers and maintain momentum

06

Executable position

Defined pathway capable of decision and implementation

Persistent external inputs

Government	Assess, Align
Industry	Identify, Align, Progress
Capital	Structure, Progress
Markets	Identify, Assess, Structure



Not always linear

Complex opportunities rarely move neatly from one stage to the next. New information, stakeholder positions, investment requirements and commercial constraints may require elements to be revisited.

Suasor's role

Identify what is preventing progress, bring the relevant elements together and maintain momentum until a credible pathway exists.

Origination is not a report. It is a progression process.

Where public purpose and commercial execution intersect.

Suasor is sector-selective rather than sector-restricted. Our capability is strongest where commercial outcomes are materially influenced by policy, investment, strategic capability, infrastructure and supply-chain resilience.



Government & policy

Policy | Industry
Economic development

Translating policy direction and strategic priorities into commercially credible industry and investment opportunities.

Defence capability building

Sovereign capability
Supply chains | Investment

Supporting industrial capacity, investment readiness and Australian and allied supply-chain capability beyond individual procurement projects.

Essential infrastructure

Housing | Infrastructure
Workforce

Progressing opportunities where housing, enabling infrastructure, workforce capacity and essential services constrain regional and industrial growth.

Food security

Supply | Resilience | Trade

Developing opportunities involving resilient production, strategic sourcing, logistics, institutional demand and long-term supply.

Manufacturing & allied supply chains

Manufacturing | Capability
Markets

Positioning manufacturers within strategic Australian and allied markets through capability development, partnerships, investment and commercial opportunity.

POLICY — CAPITAL — CAPABILITY — PARTNERS — EXECUTION

When the opportunity is real, but the **pathway** is not.

Suasor is most valuable when an opportunity has strategic or commercial substance, but no single organisation yet owns the complete pathway required to move it forward.

The issue is rarely a lack of ideas. It is usually the need to align decisions, interests, capability, capital and responsibility.



**If the opportunity matters but no single party owns the pathway to execution,
that is where origination adds value.**

Senior judgement at the point where opportunities are formed.



GUY PRIMROSE

Managing Director

Strategy | Origination
Government–Industry | Investment

Guy Primrose leads Suasor's work across government, industry, trade, investment and capability-related engagements.

His career spans manufacturing, engineering, infrastructure, business development, international trade and strategic economic development environments.

His particular strength lies at the interface between organisations: identifying opportunities, understanding differing institutional objectives, developing commercial pathways and bringing relevant parties together around a proposition capable of progressing.

SUASOR DIFFERENTIATORS

Senior-led

Engagements are led by people capable of working across commercial, strategic and institutional dimensions.

Commercially grounded

Strategic significance must ultimately be supported by credible commercial logic.

Government–industry perspective

Suasor understands the differing objectives and decision environments on both sides of the interface.

Investment aware

Capital and investor requirements are considered while opportunities are being formed — not after the strategy is complete.

Relationship driven

Networks are used to progress credible opportunities, not treated as the product itself.

Execution oriented

The objective is a decision, commitment or executable pathway — not simply another report.

Valuable opportunities frequently exist between organisations. Somebody must take responsibility for bringing the pieces together.

MBA

University of Melbourne

Vice-Chair

Business at OECD SMEs and Entrepreneurship Committee



Complex opportunities rarely require more advice alone.

They require someone to identify what is missing, bring the right parties together, develop the commercial logic and maintain momentum until a credible pathway exists.

That is the role of an origination partner.

From strategic opportunity to executable position.

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