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CASE STUDY

TRIUS Partners AG

Architecting a Narrative for Strategic Growth

How Presentation Studio Transformed TRIUS Partners AG's Complex Investment Strategy into a Compelling, Board-Level Mandate

Client Profile

TRIUS Partners AG, a premier Swiss firm delivering sophisticated wealth management and alternative investment solutions to private investors and single-family offices.



The Challenge

TRIUS Partners AG possessed a sophisticated and innovative "CORE-SATELLITE" investment strategy, but it remained a complex internal concept. They faced the high-stakes challenge of translating this methodology into a powerful, board-level narrative. The objective was to secure investor confidence and unlock the next phase of growth by articulating their unique value proposition with absolute clarity and authority.

Our Solution

Adhering to our core philosophy of Strategy Before Style, Presentation Studio was engaged to architect the foundational communication asset. We initiated a deep analysis of the TRIUS business model, their distinct financial advisory services, and the discerning expectations of their target audience. This diagnostic phase ensured the core message was not only precise but also resonant.

From this strategic foundation, we engineered a comprehensive business plan and a master investor presentation, transforming their complex methodologies into a clear, persuasive, and visually impactful story designed to underscore their commitment to transparency, objective advice, and cutting-edge investment strategies.

The Outcome

The strategic narrative we architected became a critical economic asset for TRIUS Partners AG. It was not a report; it was a precision tool that enabled the leadership team to communicate their market potential and strategic vision with clarity and conviction. This foundation empowered them to engage sophisticated stakeholders and transform ambition into a compelling mandate for growth.



We partnered with Presentation Studio to architect our investor pitch deck for a critical phase of growth. They transformed our complex financial strategy into a clear, compelling narrative that gave investors the confidence to act. Their 'Strategy Before Style' process made all the difference in communicating our unique value. I highly recommend them.

Mark Tschudy
Co-Founding Partner, CEO, TRIUS Partners AG

Services Rendered

- Strategic Narrative Architecture
- Investor Presentation Engineering
- Business Plan Development