



INCREMENTENTA

Case Study: VOID

Problem

VOID is a materials science company that works towards accelerating the transition to more sustainable plastics and packaging.

However, as the company grew, it lost sight of its ultimate goal and became unfocused, frequently changing direction in response to commercial opportunities.

Solution

In order to help VOID realign with their goal and become more focused, Incremententa provided monthly support to the senior leadership team.

The focus was on specific elements of strategic goals, as well as accountability and responsibility of the senior leadership team.

Incremententa also introduced a Prosper plan which focused on one wildly important goal that was then broken down into easily digestible objectives. Finally, responsibilities and accountabilities were clearly defined to provide clarity.

Outcome

The result of the work that Incremententa did with VOID was a company that was aligned towards one goal. This allowed them to achieve more, quicker, and led to an eventual successful Series A raise.

Thanks to the new focus and clarity, VOID was able to get back on track and achieve the success they had been striving for.