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COMPANY
PROFILE

229 CONSULTING

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COMPANY OVERVIEW

About Us

229 Consulting is a consulting company that was launched in the United Kingdom, and the Company has recently expanded its operations into Nigeria.

Who We Are

In today's world, disruption kills institutions that refuse to adapt. At 229 Consulting, we help organisations break that cycle. We prepare institutions to thrive in rapidly changing business, digital, or political landscapes, preserving their momentum, driving change, turning disruption into growth. The future of work is here and we make sure you're ready to own it.



Our Value Proposition

Across industries, the pace of change has become relentless. Even well-established institutions can lose their footing when transformation outpaces their capacity to respond. While new entrants often surge ahead on the strength of technology, many lack the depth and resilience to sustain momentum. The result is a recurring pattern of rapid ascent and sudden decline, leaving sectors volatile and decision-makers uncertain about the path forward.

229 Consulting exists to break that cycle. The Company help institutions adapt to the ever-changing business, digital, and political landscapes; not just to survive, but to lead. The Company's goal is to preserve momentum, guide transformation, and position our clients to leverage disruption for growth.

The Firm believes the future of work is already here; powered by AI, shaped by a new generation entering the workforce, and influenced by rapid global shifts. That's why we focus on equipping organizations with the strategies, tools, and foresight they need to stay ahead.

Whether it's navigating digital transformation, rethinking how people work, or adapting to political and global changes, 229 Consulting is your partner in building resilience and unlocking opportunity. We don't just prepare you for the future; we prepare you to own it.

Our Approach

At 229 Consulting, we believe strategy must be actionable. The Company goes beyond pitch decks and theories: carrying the work forward until it translates into real outcomes.

Our approach follows a clear five-step agenda:

- **Research First** – The Company starts with deep insights into your industry and the disruptions shaping it.
- **Internal Alignment & Collaboration** – The Company works with internal teams to integrate their pain points and prior learning, into a co-created strategy that ensures ownership and sustainable results.
- **Global Expertise** – The Firm brings in globally certified experts with global standards and local relevance.
- **Tailored Strategy** – The Company designs practical, customized roadmaps built for execution, not presentations.
- **Outcome Driven** – The Firm carries the work forward in collaboration with the internal team until it translates into measurable outcomes.





Vision

To be the leading strategic partner helping unlock organizational potential and shaping institutions that drive progress, resilience, and shared prosperity for humanity's future.

Mission

We deliver actionable insights and transformative strategies that empower businesses, governments, and institutions to thrive in a rapidly changing world.



Core Values

At 229 Consulting, the Company's work is guided by principles that shape how it thinks, acts, and delivers. These values are not just statements on paper, they define our culture, drive our decisions, and anchor the impact we create for clients and communities.

Our core values are:

- **Integrity:** The Firm upholds the highest ethical and professional standards.
- **Excellence:** The Company pushes boundaries to deliver superior outcomes for clients.
- **Curiosity:** We ask the right questions and challenge assumptions to uncover hidden opportunities.
- **Collaboration:** We build solutions together with clients and stakeholders.
- **Impact:** We measure success by the positive, lasting change we help create.
- **Innovation:** We create bold solutions that redefine challenges and open new possibilities.

OUR SERVICES

At 229 Consulting, we offer a portfolio of services designed to address today's toughest challenges and tomorrow's biggest opportunities.

GENAI ADOPTION **FOR INSTITUTIONS**

Helping organisations unlock productivity and resilience with generative AI.

1. **Team Training:** Practical sessions on using GenAI tools for efficiency.
2. **Workforce Readiness:** Equipping staff to adapt to new technologies.
3. **Risk Management:** Guardrails for safe and responsible AI adoption.
4. **Process Transformation:** Embedding GenAI into everyday workflows.

PUBLIC SECTOR & **DEVELOPMENT CONSULTING**

Shaping policies and programs that create lasting impact.

1. **Policy Formulation & Evaluation:** Supporting governments and institutions in designing, assessing, and refining impactful policies.
2. **Public-Private Partnerships (PPPs):** Structuring and managing collaborations that leverage private sector expertise for public good.
3. **Social Impact Program Design:** Creating programs that address critical societal challenges with measurable outcomes.
4. **Monitoring & Evaluation (M&E):** Building systems to track, assess, and enhance the effectiveness of interventions.



"We help organisations unlock productivity and resilience by embedding Generative AI into their people, processes, and systems – driving efficiency, transparency, and readiness for the future of work."

STRATEGY & LEADERSHIP ADVISORY

Guiding institutions and leaders to thrive in times of disruption.

1. **Leadership Retreats:** Immersive programs with global experts.
2. **Strategic Roadmaps:** Clear, actionable plans for long-term growth.
3. **Disruption Management:** Helping leaders navigate digital and cultural shifts.
4. **Corporate Strategy Development:** Designing and implementing long-term corporate strategies that align with organizational vision, mission, and growth objectives.
5. **Market Entry & Expansion Strategy:** Guiding businesses through structured frameworks for entering new markets and scaling operations effectively.
6. **Business Model Innovation:** Reimagining value creation through new models that strengthen competitiveness and sustainability.
7. **Growth & Diversification Planning:** Identifying opportunities for expansion, diversification, and sustainable revenue growth.

TRAINING & CAPACITY BUILDING

Equipping leaders and teams with skills to thrive in disruption.

1. **Executive Training Programs:** Equipping leaders with tools for strategic decision-making and organizational transformation.
2. **Strategy & Leadership Workshops:** Developing leadership capabilities through interactive, problem-solving sessions.
3. **Research & Data Literacy Bootcamps:** Strengthening analytical skills to enable data-driven decision-making.
4. **Custom Learning Interventions:** Designing tailored training programs to address specific organizational challenges.



"We equip leaders, teams, and institutions with the skills, strategies, and policies to thrive in disruption and create lasting impact."

INDUSTRIES WE SERVE

229 Consulting works across diverse industries, helping organizations respond to disruption, seize opportunities, and sustain growth.

- **Financial Services:** Banking, fintech, and investment firms navigating digital transformation and market expansion.
- **Real Estate & Infrastructure:** Developers and construction firms driving urban growth and mega projects.
- **Energy & Utilities:** Renewable energy, oil & gas, and power companies seeking sustainable, scalable strategies.
- **Public Sector & Government:** Ministries, agencies, and institutions focused on policy reform, public service delivery, and impact measurement.
- **Technology & Innovation:** Startups and established players shaping the future of digital ecosystems.
- **Healthcare:** Governments and institutions pioneering last-mile initiatives to improve healthcare access and outcomes.
- **Education:** Schools and regulators pioneering transformative learning to prepare students and teachers for the future.

IMPACT STORIES

Over the years, we have worked on various projects across industries, highlighted below are a few projects we have successfully delivered to clients.

MARCX & CONSTRUCTION



MARCX & CONSTRUCTION LTD.

Project: Design a commodity market's full operational framework.

Engagement Background: We collaborated with a partner to help Marcx & Construction design the largest modern commodity exchange market in Northwest Nigeria, aiming to boost regional trade.

Our Approach: The Company conducted feasibility and technical studies, securing regulatory approvals, structuring finance, integrating technology, engaging partners, and designing the full governance and operational framework.

The Outcome: Produced a scalable blueprint projected to position the commodity market as a leading player in Northern Nigeria's US\$27bn commodity sector, facilitating annual trade, strengthening agricultural value chains, driving market integration, and securing pre-approval from the SEC for the commodity exchange market license.

AZMAN AIRLINES



Project: Pricing strategy design.

Engagement Background: Azman Airlines, which is a leading Nigerian airline needed to optimize pricing for competitiveness and revenue growth, and we were brought on board.

Our Approach: The Firm conducted competitor benchmarking, demand modeling, and fare structure optimization aligned with market dynamics.

The Outcome: Delivered a pricing strategy that improved revenues by 5% within 12 months.



STUFFS MART

Project: Business expansion strategy.

Engagement Background: A retail business sought to expand its footprint and strengthen profitability in a competitive market.

Our Approach: Designed a growth strategy covering market entry, operational rollout, and customer acquisition.

The Outcome: Improved profitability by ~15% in 9 months and expanded into 3 new locations within the first year.



RIDGE VILLE APARTMENT

Project: Full operational setup of an aparthotel.

Engagement Background: An established hospitality company that was expanding into a new Nigerian city.

Our Approach: Set up full operations, from business systems to social media rollout and business development.

The Outcome: Established Ridgeville as a trusted hospitality brand with 70% occupancy in 6 months, strong digital visibility, and repeat corporate clientele.



KNIGHTSBRIDGE HOTEL & SUITES

Project: Advisory and operational support for expansion and business strategy.

Engagement Background: A growing hospitality brand needed advisory support for expansion.

Our Approach: Conducted market research, analysed consumer trends, restructured operations, and developed a long-term business strategy.

The Outcome: The Company established Knightsbridge as a strong boutique hotel that was rated 9/10 on the popular booking website: www.booking.com. Revenue grew by 18% within the first year, establishing Knightsbridge as a strong market player.



EKŞİOĞULLARI CONSTRUCTION

Project: Divestment strategy during downturn.

Engagement Background: A construction firm faced declining revenues during an industry downturn.

Our Approach: Developed a phased divestment strategy by analyzing assets, reallocating capital into real estate and mining investments, and preserving liquidity.

The Outcome: Generated significant capital by strategically investing funds from divestment into real estate and mining, safeguarding shareholder value and strengthening operational resilience.

GOVERNMENT AGENCY (CONFIDENTIAL)

Implemented in partnership with Jasmine Consulting



Project: Strategy retreat in London for two Nigerian government agencies.

Engagement Background: Two government agencies engaged the Firm to facilitate collaboration in jointly addressing institutional challenges.

Our Approach: Facilitated a strategy retreat in London, using workshops, scenario planning, and governance frameworks to align stakeholders.

The Outcome: Established actionable roadmaps, improving inter-agency collaboration and policy implementation efficiency by ~25%.

HEALTHCARE PROJECT (CONFIDENTIAL)



Project: End-to-end project management for the construction and setup of a modern hospital with a technical partner.

Engagement Background: A healthcare initiative required structured execution across financing, procurement, and delivery.

Our Approach: Partnered with technical experts to manage end-to-end construction, finance tracking, and stakeholder alignment.

The Outcome: Delivered a hospital project with zero delays, transparent procurement, and execution fully within the agreed timeline.



PRIMARY & SECONDARY SCHOOL (CONFIDENTIAL)

Project: Curriculum refinement to address challenges with technology adoption and classroom integration

Client Context: A private school struggled with integrating technology into classrooms.

Our Approach: Assessed curriculum gaps, designed digital adoption pathways, and trained teachers on modern tools.

The Outcome: Significantly improved digital literacy among students and enhanced teacher readiness within the first year of implementation.

OUR CLIENTS



THE TEAM

Meet the dynamic team of strategists and innovators committed to future-proofing the Company's client institutions.



Ahmad Mukhtar Mustafa
Lead, Private Sector

An Electrical engineer with fintech expertise, advising globally on energy, finance, and social impact initiatives.



Muhammad Rabi'u Gambo
Partner, Lead Public Sector

An Aerospace engineer turned finance professional, specializing in fintech innovation, asset management, and cross-sector investment strategies.



Mohammed Zubairu
Partner, Strategy Lead

An accounting professional with expertise in financial management and digital business transformation.



Murtala Umar Adamu
Principal Consultant

Blends research, data analytics, and communication to drive evidence-based strategies across energy, tech, and emerging markets.



Al-Amin Masu
Strategy Consultant

A software engineer, marketing strategist, and systems optimization expert with a proven track record in the entrepreneurial ecosystem.



Hassan Adelakin
Chief Communications Officer

An economist and communications strategist with a strong background in digital marketing, social media management, and content development.

EXPERT NETWORK

At 229 Consulting, the Firm has a globally certified pool of experts who possess specialized knowledge that we can invite to join our projects, and scale our outcomes.



Ali Mansour
Energy & Automation Specialist

Chemical engineer driving energy efficiency and automation with a leading European-based controls and automation firm.



Suleiman Shehu
Development Consultant

A consultant at a leading development bank, with dual master's degrees from London School of Economics (LSE) and Peking University China, specializing in industrialization projects across healthcare, textiles, and social economic zones.



Arc. Khalifa Rabi'u, MNIA
Real Estate & Strategy Leader

CEO of Construcshop Global, delivering real estate innovation, business strategy, and entrepreneurial leadership in emerging markets.



Ikshith Itty Jibu
Deep Tech & AI Expert

Imperial-trained engineer and startup founder, advancing generative AI and semiconductor innovation in global deep tech ecosystems.



Nasiruddin Shuraim Abdulmumin
Energy & Communications Strategist

COO of Competro Oil & Gas, blending energy sector expertise with media, communication, and stakeholder engagement strategy.

GLOBAL EXPERT NETWORK COVERAGE

At 229 Consulting, we draw on a globally certified network of experts from continents, specialists the Company engages to strengthen projects and scale impact.





**Beyond pitch decks. Beyond theory.
Real strategy, real outcomes.**



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