

Most businesses are flying on instruments they can't read.

Your accountant tells you what happened last year. Your gut tells you something is off. But nobody tells you exactly **what** is wrong, **why** it is wrong, or **what it is costing you**.

The SME performance gap is real — and it is measurable.

60%	of New Zealand SMEs cannot access a real-time profit and loss statement without calling their accountant.
1 in 3	owner-operated businesses have gross margins more than 10 percentage points below their sector median — most have no idea.
42 days	is the average debtor days figure for NZ construction businesses. Top-quartile performers collect in 26 days. That gap, at \$2M revenue, is over \$87,000 in working capital tied up unnecessarily.
\$0	Most SMEs spend nothing on business intelligence. They make decisions worth millions based on gut feeling, outdated financials, and advice from people who don't know their numbers.

Deepdive Analytics exists because good businesses deserve the same quality of business intelligence that large companies pay their strategy teams to produce — at a price that makes sense for a business with 5 to 50 people.

What we do.

We come on-site. We look at your numbers. We benchmark your performance against the top-performing businesses in your sector. We identify exactly where the gaps are, what is causing them, and what each gap is costing you — in dollars, annually, at your current revenue.

We do not sell software. We do not implement systems. We do not manage your books. We are analysts — we find what is underperforming, we tell you why, and we show you the path to fixing it.

 We find the gap Benchmarked KPI analysis across 7 key financial metrics vs sector median and top quartile.	 We find the cause Root cause analysis that goes beyond the number to the behaviour, system, or decision driving it.	 We find the cost Every gap quantified in dollar terms — what it is costing you annually at current revenue.
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Who we work with.

We work with owner-operated and founder-led businesses across three sectors where performance benchmarking is most immediately valuable:

Professional Services	Construction & Trades	E-Commerce
Accounting firms, legal practices, consulting businesses, marketing agencies, and advisory firms.	Building contractors, electricians, plumbers, and multi-trade businesses operating in New Zealand.	Online retailers and product brands selling nationally or internationally from a New Zealand base.

Typically: revenue between \$500k and \$10M. Between 5 and 50 staff. Owner or director actively involved in day-to-day operations. Good business — could be performing better.

How we work with you.

Four service tiers — each building on the last. Start free. Go as deep as the business warrants.

01	The Diagnostic <i>Is there a problem worth solving?</i>	Complimentary
	– 60–90 minute on-site visit — no preparation required from you – Public presence review: what the world sees about your business before we arrive – Digital maturity assessment: where your systems and tools sit relative to sector peers – Directional signal: one clear statement of the most significant gap we observed – Three options: act independently, proceed to Shallow Dive, or do nothing — no pressure – You receive a one-page written summary. We retain nothing.	

The Diagnostic is our investment in the relationship. It costs you an hour. If we can help you, we will tell you how. If we cannot, we will tell you that too.

02	Shallow Dive <i>What is wrong, why, and what is it costing?</i>	From \$1,800 NZD
	– Half-day on-site engagement — requires P&L and payroll data – Full KPI benchmarking: 7 metrics vs sector median and top quartile – Dollar impact statement: what each gap costs annually at your current revenue – Root cause analysis: 5 structured findings with cause identified for each – Digital maturity scored in full: 10-point assessment with dimension-by-dimension observations – 3 quick wins: specific, actionable, no-cost or low-cost improvements you can start this week – Written report delivered same day or next morning	

03	Deep Dive <i>Full root cause removal and solution design</i>	From \$3,500 NZD
	– Everything in the Shallow Dive, plus: – Full root cause removal analysis for each finding — not just what, but how to fix it – Solution design: shortlist of specific tools, processes, or structural changes required – Vendor and partner recommendations where relevant — unbiased, we do not take referral fees – Implementation roadmap: sequenced by impact, with time and cost estimates – ROI projections: expected financial impact of each initiative at your revenue – Executive presentation delivered to owner and key stakeholders	

04	Dive Team Retainer <i>Ongoing performance intelligence and advisory</i>	From \$2,200/month
	– Monthly KPI tracking: your numbers updated and benchmarked every month – Benchmark updates: your data compared against the latest sector peer data – Monthly strategy session: 90 minutes with your analyst — progress, blockers, next priorities – Priority access: questions answered within 24 hours, urgent issues same day – Annual Deep Dive review included: full re-analysis once per year at no additional fee	

The Performance Arrangement.

For the right client, we work differently.

The standard engagement model works well for most clients. But for businesses where we identify a significant and clearly addressable performance gap — and where the owner is genuinely committed to acting on what we find — we offer a different arrangement.

Instead of a fixed fee, Deepdive Analytics is paid a percentage of the measurable revenue improvement or cost reduction directly attributable to our work. We stake our fee on the outcome. If you don't improve, we don't get paid.

What this means in practice:

Who it suits	Businesses with a clearly identified dollar gap of \$100k or more per year, where the owner is motivated and data is accessible. Typically a client who has completed a Shallow Dive and the opportunity is well-defined.
How the fee works	A baseline is established from the Shallow Dive data. We agree on the specific metrics we will move and the measurement method. Deepdive is paid a percentage (typically 15–25%) of the verified improvement over a 12-month period.
What we commit to	Under this arrangement we commit to ongoing Dive Team support for the full period, quarterly Deep Dive reviews, and direct involvement in implementation — not just advice. We have skin in the game.
What you commit to	Providing access to updated financial data monthly, acting on agreed recommendations, and participating in the quarterly review sessions. The arrangement only works if both parties are genuinely engaged.
What it is not	This is not a consulting retainer dressed up as performance pay. The baseline is set before we start, the metrics are agreed in writing, and verification uses your own accounting records. There is no ambiguity about what constitutes improvement.
How to explore it	Complete a Diagnostic. If the gap is there and the fit is right, we will raise it. We only offer this arrangement to clients where we are genuinely confident in the outcome.

How to get started.

The Diagnostic is free. There is no commitment beyond an hour of your time.

1	Contact us	Email info@deepdiveanalyticsnz.com or visit deepdiveanalyticsnz.com . Tell us your business name and sector.
2	We do our research	Before we visit we review your public presence — website, Google profile, social activity. You receive a short form to fill in. Takes 3 minutes.
3	We visit	60–90 minutes on-site. Conversational. No spreadsheets, no interrogation. We observe, ask questions, and listen.
4	You receive your summary	A one-page written summary of what we found. Three options for what happens next. No invoice.
5	You decide	If the Shallow Dive makes sense, we proceed on your timeline. If not, you keep the summary and we part ways — no follow-up pressure.

We are not here to tell you what you want to hear.

We are here to show you what your data says — clearly, in plain English, in dollar terms. What you do with that information is your decision. Our job is to make sure you are making it with the best available intelligence.

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