



## PEERNOVATION + INCEPTION STRATOS

JOINT VENTURE

Uniting peer power and AI to transform performance.

**Peernovation** (pir-nə- 'vā-shən): Peer (people of equal standing) and Innovation (creativity realized). Peernovation helps leaders elevate their organizational performance by converting peer influence into peer advantage.

**Inception Stratos** works with ambitious founders and their teams to optimise growth efficiency and achieve their dream exit success. Our value-focused team excels in goal setting and exit planning, fundraising, sales and profit growth, strategic partnerships, burnout prevention, succession planning, team productivity, and reducing unnecessary founder dependency.

### Leo Bottary, Founder & Managing Partner, Peernovation



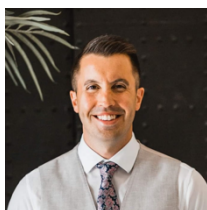
Leo is an award-winning author, International keynote speaker, CEOWORLD Magazine opinion columnist, and dedicated instructor at Rutgers University. With more than 900 programs delivered worldwide, Leo's mission is building highly collaborative environments that make the world a better place. Team Peernovation leverages the power of peers to assist companies with building higher-performing teams and helps CEOs and business leaders maximize their peer advisory group experience.

### Nico Lawrence, Founder & CEO, Inception Stratos



Nico is a venture strategist and founder with extensive experience helping early and growth-stage companies become investor-ready and scale with clarity. He has worked across venture building, brand strategy, emerging technology, and international go-to-market expansion, partnering closely with founders to refine business models, strengthen positioning, and secure capital. Through Inception Stratos, Nico supports mission-driven founders in building scalable companies with strong narratives, operational discipline, and long-term impact.

### Daryl Woodhouse, Senior Partner, Inception Stratos



Daryl is a multi-award-winning entrepreneur, executive business school faculty lead, growth coach, and scale-up specialist who helps ambitious founders and leaders to grow and achieve high-impact exit success. With experience spanning financial services, education, technology, energy, and social impact, he guides founders with actionable growth strategy, strong leadership alignment, and lasting value creation.

### Our Why

By combining Peernovation's research-backed methodology with Inception Stratos' expertise in growth infrastructure and platform development, the partnership is designed to help organizations turn everyday peer influence into a measurable performance advantage. The venture is focused on one idea: in today's workplace, performance is no longer driven primarily by hierarchy, but by how peers think, challenge, support, and model high standards every day, especially when it comes to adapting to change and adopting new technologies. Organizations that harness that dynamic effectively will outperform those that do not.

Here's why it matters: [Top Down Leadership \(Alone\) is Dead](#)

JOINT VENTURE

# PEER POWER. AI SCALE. HUMAN IMPACT.

Uniting the world's largest peer dynamics platform with AI-powered performance technology to transform how teams and organizations perform.

**PEERNOVATION**  
The World's Largest Peer Dynamics Platform

- Proven peer-driven methodology across 100+ countries
- Trusted by leaders in business, government, and education
- Millions of people engaged in peer-to-peer transformation



**INCEPTION STRATOS**  
AI-Powered Performance Technology

- AI-driven performance engine built for teams
- Real-time insights that drive measurable results
- Scalable, secure platform for global impact

## A NEW STANDARD FOR PERFORMANCE

**Peer-Powered Culture**  
Stronger relationships. Better collaboration.

**AI-Driven Performance**  
Smarter decisions. Measurable outcomes.

**Human + AI Synergy**  
Technology that empowers people.

**Global Reach Local Impact**  
A worldwide network of certified facilitators.

**Built for What's Next**  
Adaptive. Scalable. Future-ready.

BUILDING THE FUTURE OF WORK—TOGETHER.



JOINT VENTURE

## A NEW ENGINE FOR PERFORMANCE IS HERE.

Peernovation and Inception Stratos are joining forces to build a global platform that turns **peer influence** into **measurable performance advantage**.

By combining proven methodology with growth infrastructure and AI, we're helping organizations unlock the power of how teams really perform.

### WHY IT MATTERS

The performance engine has shifted.

**OLD MODEL:**  
Hierarchy drives performance.  
Slow. Siloed. Limited.



**NEW REALITY:**  
Peers drive performance.  
Fast. Adaptive. Scalable.



PERFORMANCE IS SHAPED BY INTERACTION, NOT AUTHORITY.

### THE JOINT VENTURE

Blending proven methodology with growth infrastructure to scale what works.

**PROVEN METHOD**  
Research-backed peer dynamics that drive results.

**SCALABLE PLATFORM**  
Growth infrastructure and AI to embed it across organizations.

**GLOBAL REACH**  
A platform built for teams everywhere.

**MEASURABLE IMPACT**  
Turning influence into performance that can be seen and sustained.

NOT CONSULTING. NOT TRAINING. A SYSTEM.

“The real performance engine in organizations has shifted from hierarchy to peers. In a world where institutional trust is declining, people are looking to one another more than ever. For decades, CEO forums have harnessed that dynamic to drive extraordinary performance. This venture brings that same power to teams across organizations globally.”

— **LEO BOTTARY**  
Founder & Managing Partner, Peernovation

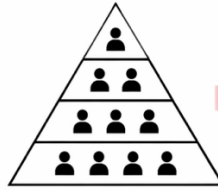
“Teams perform better when peers challenge and support one another. Our role is to scale that dynamic. We're building the infrastructure and technology to embed it into how organizations operate, using AI to reinforce trust, alignment, and high-quality peer interaction.”

— **NICO LAWRENCE**  
CEO & Founder, Inception Stratos

[peernovation.biz](https://peernovation.biz)  
[inceptionstratos.com](https://inceptionstratos.com)

# A NEW ENGINE FOR PERFORMANCE IS HERE.

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**HIERARCHY**

Siloed. Slow. Limited.



**PEER ADVANTAGE**

Fast. Adaptive. Scalable.

**Proven methodology. Scalable infrastructure. Global impact.**

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[inceptionstratos.com](http://inceptionstratos.com)

# A FIXED HIERARCHY WON'T DRIVE PERFORMANCE IN A CHANGING WORLD.

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Watch Nico Lawrence Make the Case



**The old way of leading**