From Vision to Venture – Enabling GSDC's Scale Through SCRUMLINE

Background

Client: GSDC

Sector: Data Centre Infrastructure / AI Startups **Stage:** Founding Vision with Technical Lead & Seed Idea

Objective: Launch and scale a future-facing data centre & AI venture across ANZ

A visionary founder with a scalable AI-enabled infrastructure concept, partnered with a technical co-lead, sought to build a next-generation data centre initiative anchored in ethical compliance, operational robustness, and commercial scalability. Facing the gap between idea and execution, they required a strategic partner to architect the entire business operating framework, establish client traction, secure capital, and ready the venture for global benchmarks.

SCRUMLINE Engagement & Mandate

SCRUMLINE was recruited to lead an intensive transformation of vision into operational reality. Led by Daniel Williams, this engagement included the full spectrum of strategy, execution, and growth enablement:

Domain	Initiative Delivered by SCRUMLINE
Strategy & Growth	Developed business plan, lifecycle roadmap, GTM blueprint, and client acquisition architecture
Operations & Commercial	Built modular operating systems, defined resource strategy, and established cross-functional execution pipelines
Benchmarking & Risk	Conducted competitive benchmarking, risk mitigation planning, and compliance readiness including ISO frameworks
Marketing & Campaigns	Led marketing strategy development, campaign deployment, and cross-regional exhibition activations (APAC)
CRM & Client experience Systems	Implemented scalable CRM solutions and CX onboarding flows to anchor Tier 1 customer engagement
Capital Acquisition	Recruited into CRO function to structure investor narrative, pitch strategy, and term sheet alignment
Financial Modelling	Supported capital structuring to successfully secure a $1.2BN retained contract
Infrastructure Readiness	Sourced and structured operational audits, ISO tooling, and compliance models for AI/Data Centre readiness
Talent & Enablement	Recruited key resources across marketing, ops, commercial, and leadership functions for scalability

Results & Impact

- Secured $1.2B retained investment contract through targeted CRO-led capital efforts
- Established full-stack GTM and operational readiness for multi-market expansion
- Developed risk frameworks and ISO-compliant tooling for infrastructure and Client experience maturity
- Accelerated client acquisition and anchor relationships, aligning venture with Tier 1 benchmarks
- Enabled GSDC to transition from ideation to active growth positioning in APAC

Testimonial Snapshot

"SCRUMLINE didn't just help us build a business — he architected our future. Daniel's holistic grasp of modular systems, capital strategy, and market traction gave us the confidence and clarity to scale. His leadership across operations, marketing, sales exhibitions, client acquisition and investor readiness was game-changing. He was part of the team"

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