

Raochra Launches Consulting Practice to Help Founders and Leaders Solve the Real Problem Before Scope Is Set

Built on the Clarity Gap Framework, Raochra surfaces problem statements before scope is agreed, reducing the gap between what companies believe they are solving and what they are actually solving.

Potomac, Maryland Jul 7, 2026 ([IssueWire.com](https://www.IssueWire.com)) - Raochra LLC today announced the formal launch of its consulting practice, offering strategy engagements to founders and senior leaders across positioning, go-to-market, product, and corporate strategy.

The firm's founding position is that strategy engagements fail for a structural reason. The problem statement is accepted from the client's initial brief and never tested. The work that follows may be rigorous and professionally delivered but still produce the wrong outcome. The Clarity Gap Framework was built to address that condition directly.

During the launch, said Viraf Bankwalla, Founder and CEO, Raochra LLC, "Strategy work lands when it starts from clarity. The problem with consulting engagements is not the quality of the analysis; it is what the analysis is built against. When a firm accepts the brief at face value and scopes the work from there, even the most rigorous work can solve the wrong problem. Raochra exists to manage that gap before the engagement begins."

Every engagement begins with the Intent Check, a pre-engagement diagnostic that produces the Decision Brief. This sequencing, delivered through Raochra Sensemaking™, is the firm's structural point of differentiation.

The Clarity Gap Framework

The Clarity Gap is the distance between what is communicated and what is understood. It accumulates throughout the practitioner-client relationship in how the problem is described, how the scope is agreed, and how the work is ultimately evaluated. When it goes unmanaged, both parties absorb the cost. Raochra calls this the Bilateral Tax.

The Clarity Gap Framework introduces the Clarity Dividend as the compounding return that accrues when clarity is produced at the front of an engagement. A problem statement reduces rework, sharpens scope, and makes the engagement easier to evaluate.

Learn more about Raochra's consulting services at <https://raochra.com/services>

For more information on the Clarity Gap Framework, click here: <https://raochra.com/whitepapers/clarity-gap-framework>

About Raochra

[Raochra](https://raochra.com) is a sensemaking consultancy for founders and senior leaders. The firm works on positioning, go-to-market strategy, product, and corporate strategy decisions. Every engagement is preceded by the Intent Check, a diagnostic that surfaces the problem statement against which the scope is built. Raochra is headquartered in the United States and works with clients globally.

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