KEEPANDGROW

OUR SERVICES

STRATEGIC CONSULTING + IMPLEMENTATION

- Definition of company´s needs.
- Analysis of the current situation.
- Formulation of objectives and commitments.
- Definition or redefinition of the mission and vision of the company.
- Innovation and transformation - Changes in the business model.
- Formulation of the strategic corporate, business or divisional planning.
    - Design of competitive and growth strategies.
    - Conceptualization of new products or services.
    - Product diversification strategies (offer), new markets - channels.
    - Operational strategy (production, what, where, purchases, outsourcing).
    - Functional strategies (cost structure, revenue model, etc.).
- Business viability - Business plan.
- Economic-Financial viability plans.
- Development of new business or market.
- Business restructuring
- Master project plan. Implementation and materialization of the objectives set.
    - Design, implementation and management of the integrated dashboards.
    - Coordination systems and internal communication.
    - Systematization of the process of collecting market data.
    - Advice on the sale of companies or companies as a growth strategy.

INTERIM MANAGEMENT

consulting follow-up

Leadership in the implementation of the Master Plan ▶ Change management

OPERATIONS - ORGANIZATIONAL EFFICIENCY

- Optimization of processes. Definition and documentation. Efficiency.
- Internal reorganization
- Creation of information systems for decision making. Business Intelligence.
- Ideation processes.
- Definition of management indicators that help sustainably make decisions.
- Development and implementation of the Scorecard and Reporting system.
- Redefinition of responsibilities, functions and tasks.
- Demotivation in people.
- Systematic measurement - feedback of the level of customer satisfaction.
- Environment monitoring (customer / Supplier / competition).
- Interdepartmental and interpersonal communication system.

ROLES

- Participation in boards of directors.
- Participation in steering committees.
- Team Management
- Project Leadership

INTERNATIONALIZATION

1. **Internal analysis prior to internationalization**
   (organization, objectives, economic - financial)
2. **Analysis of target markets.**
   Search and evaluation of agents, distributors, potential partners, etc.
3. **Search for financial resources to internationalization.**
4. **Strategic and operational plan for internationalization.**
5. **Accompaniment on startup, first trips and negotiations.**

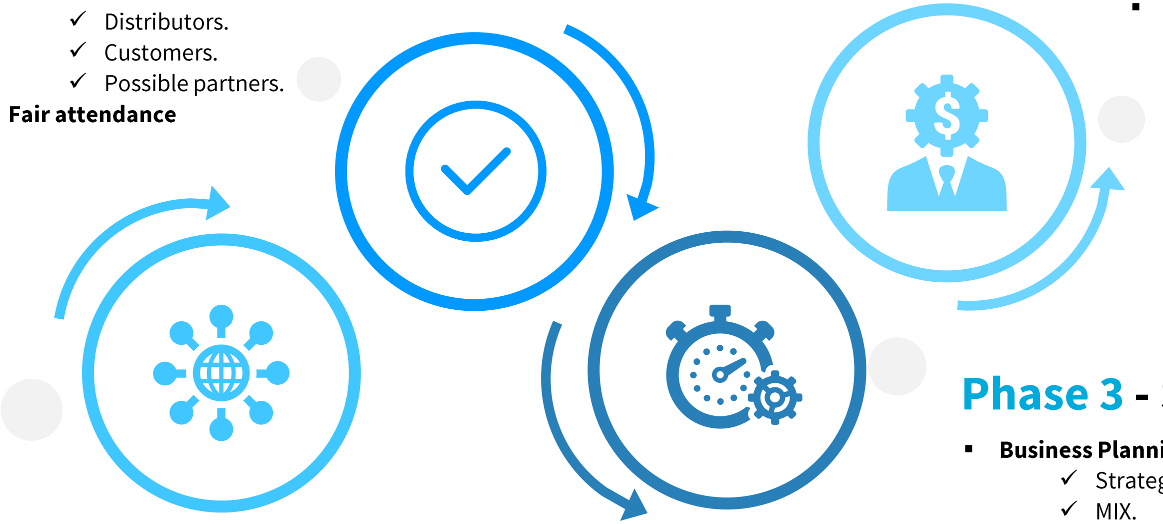
INTERNATIONALIZATION

Phase 1 - Analysis

- **Interno:** Evaluation of objectives, capabilities and competencies.
  - ✓ Mission/vision.
  - ✓ Organization.
  - ✓ HR and business culture.
  - ✓ Economic – financial structure: letter of credit. Exchange Insurance. Guarantees.
- **External:** Market information
  - ✓ Logistics times and costs (Transportation / Customs).
  - ✓ Constitution of companies. Taxation. Labour.
  - ✓ Market and evolution. Competitors. Positioning. Offer. Distribution.
  - ✓ Demand analysis. Consumption habits. Purchase process.

Phase 2 – Validation

- **Potential contact:**
  - ✓ Distributors.
  - ✓ Customers.
  - ✓ Possible partners.
- **Fair attendance**



Phase 3 - Strategy

- **Business Planning:**
  - ✓ Strategy.
  - ✓ MIX.
  - ✓ Communication.
  - ✓ Hr.
  - ✓ Economic viability.
- **Financing.**

Phase 4 - Introduction

- **Start-up**
  - ✓ HR training and recruitment.
  - ✓ Operations – Production.
  - ✓ Monitoring system.
  - ✓ International representation.
  - ✓ Attendance at fairs.
  - ✓ Commercial action.
  - ✓ Accompaniment.
  - ✓ Order management.
  - ✓ Logistics – service.
  - ✓ Outsourced export address

STARTUP MENTORING 360

Transition from business idea to creation of an organized and consolidated company

- Analysis of real needs from market vs. the idea.
- Customer Development
- Advice on the manufacture of MVP.
- Preparation of strategic and operational plan
- Validation processes contribution of value.
- Design the necessary organizational structure
- Development validation of the business model.
- Professionalization of the company.

FINANCIAL CONSULTATION

1. **Define medium and long-term corporate goals.**
2. **Assessment of current financial status. Plating analysis.**
3. **Adequacy and elaboration of the financial plan aligned with the corporate strategy.**
4. **Execute financial plan actions. Related operations, dashboard, relationship and agreements with financial institutions, funding rounds, resource raising.**
5. **Analysis and feasibility of investments. Optimization.**

Prior to the development of corporate financial planning, we provide access to finance to:

- New projects in companies in progress.
- Management of aid for growth and internationalization.
- Startup after achieving MVP and metrics.

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