

SCALEUP for INTERNATIONAL BUSINESS

INTERNATIONAL SCALEUP FOR INNOVATION



PEOPLE IS THE FOCUS

Company development process with services based on **Public and Private Financing, Business Plan Coaching** and **Effective Communication** and **Internationalisation** Programme.

Coaching-based learning by doing to strengthen **leadership** and **consolidate the evolution of innovation.**

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INTERNATIONALISATION

STRATEGY AND ACTIONS DEVELOPMENT

Support in
**Client Development,
Partners and Investors** for a
better positioning in
Key markets



MARKET INTELLIGENCE MARKETING AND DIAGNOSTICS

Market Intelligence Process
Analysis and Diagnosis,
Strategy Design,
Market Intelligence Process

NEW MARKET CONSOLIDATION

**Monitoring of the strategy
and support** in the countries of
destination to **consolidate the
internationalisation plan**
in each country.



BUSINESS PLAN COACHING: **BUSINESS PLAN**

ALIGNED WITH THE INNOVATION IDEA AND VISION OF THE TEAM, DESIGN THEIR BUSINESS MODEL AND LEARN TO "PIVOT".

Format to adapt it to the context of

Public Funding (documentation for grant applications)

Private Funding (to define Executive Summary and Pitch Desk for investors).



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PRIVATE AND PUBLIC FUNDING

MENTORING AND SUPPORT IN THE PROCESS OF PLANNING AND EVALUATION
OF **OBTAINING FINANCING**
INTEGRATED DIMENSIONING OF RESOURCES TO OPTIMISE RESULTS.

ASSESSMENTS OF THE MANAGEMENT TEAM TO BE RECRUITED (**EQUITY INVESTMENT**)
AND
DUE DILIGENCE OF THE INVESTOR PROFILE

VALUE PROPOSITION & 360° PERSONAL & CORPORATE COMMUNICATION



What do we achieve together?

UNIQUE **Communication Plan** aligned with **Vision, Mission and Values** based on the Differential Value of **Innovation and its Purpose.**

Generate Content for a **360° Communication** that connects each Person and Team with Partners, Clients and the Community.

VARIOUS DISCIPLINES SUCH AS COACHING,
PHOTOGRAPHY, NLP, DESIGN THINKING

Julieta_{de}
Zulueta

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BRANDING AND VISIBILITY

Audiovisual languages:

Reach your stakeholders with impact. We study the **essence and values** and design strategies adapted to each project and audience.

Through honest **storytelling** we reach people's hearts by **creating content** that generates an emotional connection.



Our DNA: **úNIQUE** Projects

ADDITIONAL SOLUTIONS

To consolidate the process and business possibilities:

**Advisors, Strategic Partner
Alliances, Patents and
Trademarks, HR Consultancy
Legal and Tax Advice**

AD HOC

AD HOC programme of **services by modules** for sector and company profile and Team Programmes and Services segmented in **Cost and Time**

GUARANTY

Due Diligence of the investment process and partnerships

Colaboraciones:



Canada



UNITED NATIONS



Comunidad de Madrid

Dirección General de Educación Secundaria, Formación Profesional y Régimen Especial

CONSEJERÍA DE EDUCACIÓN, UNIVERSIDADES, CIENCIA Y PORTAVOCÍA



Partners:



THANKS!

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