



SECURE[®] your GROWTH

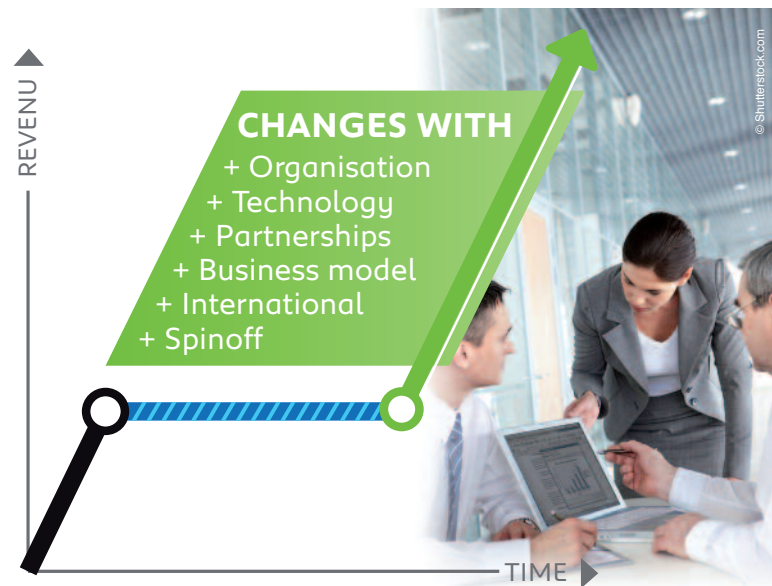
You've managed to grow your business, but today the situation has changed and you should reconsider your choice and strategy in order to sustain your business.

Faced with several possible options, you are looking to reduce economic uncertainty, to enroll the necessary human resources, and verify the team's adequacy for the project.

How to switch from being a subcontractor to developing your own brands? How to move worldwide? How to adapt your organization to become more agile? How to move from a culture of secrecy to a partnership approach?

Confronted with all these opportunities, you look for methods, tools and techniques to improve your overall assessment and steadily drive a profound change in your business!

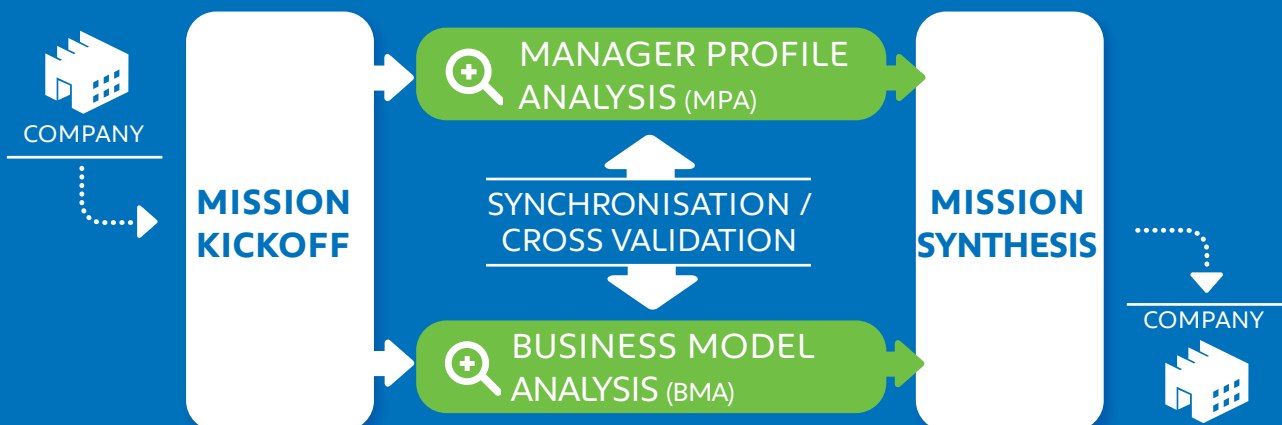
A correct human and economic evaluation is crucial to secure the development of the business and support growth.



Prepare and secure your growth!

To decide, it is important to have a clear view by evaluating simultaneously :

- > The relevance of the new business model and revenue model
- > The abilities of the management team to drive the new business project



The evaluation of the growth forecasts of the company covers two aspects and their congruency :



Manager Profile Analysis (MPA)

Study of the personality of the manager or team and its / their capacity as an entrepreneur based on coaching tools, evaluation and testing as a field-proven managerial and methodological approach (Agility, process Communication Model..)



VALIDATION
of
congruency
and
compatibility



Business Model Analysis (BMA)

Qualitative analysis of the revenue model upstream business plan supported by market returns, analysis of the ability for agility. The approach uses Business Model Generation and user centered approach the Customer Development Model

Benefits of the Secure Your Growth® methodology

- > An independent external view with a dual approach
- > An objective assessment of the potential of the company and team
- > A decrease in project risk and uncertainty

“ There is no ultimate product, there is no perfect team, there are just teams fitted to their project.”

Two experienced and complementary field experts



Roland Pesty, Pollen Innovation, has over 25 years of experience in Management of Innovation and Entrepreneurship. He supports the creation and development of start-ups or dynamic SMEs through a period of accelerated growth. His expertise lies in his ability to combine strategic approaches with the implementation of operational activities in multicultural environments. He is strongly connected to many networks engaged in processes to support innovation in France and Switzerland.



Michel Cezon, Cogiteo, is a certified professional coach and engineer in Artificial Intelligence, Robotics and Vision. Combining 30 years of experience in industry, SMEs and research, he created a company in Singapore, one in France, has led a spin-off in the USA, and manages Cogiteo, a company dedicated to the support of managers and leaders of startups and technology companies through consulting, training and coaching. He teaches in industry, and university, and belongs to the French network of Business Angels.

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