

Dialog Consulting

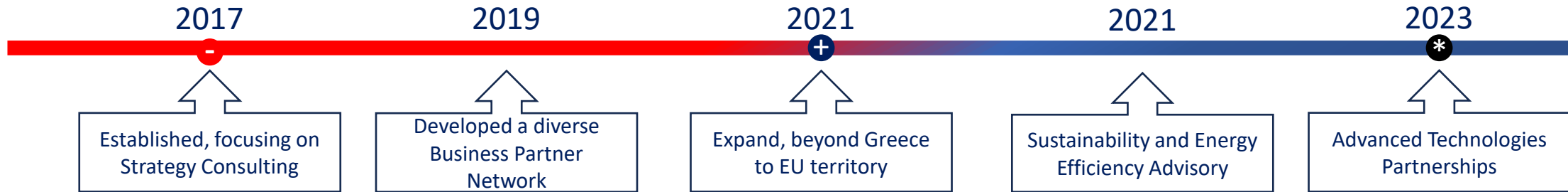
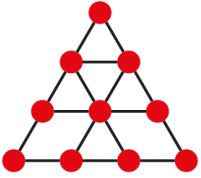
www.GrowthStrategy.gr

Strategy - Innovation - Sustainability Consulting

We understand Business and help Companies to grow.

Design proposals, enable funding, and deliver results.

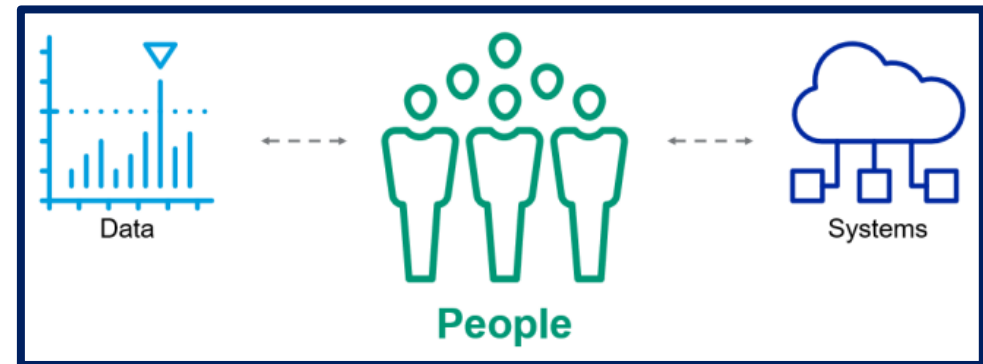
Dialog Consulting



Vision: Create Strategic Dialog

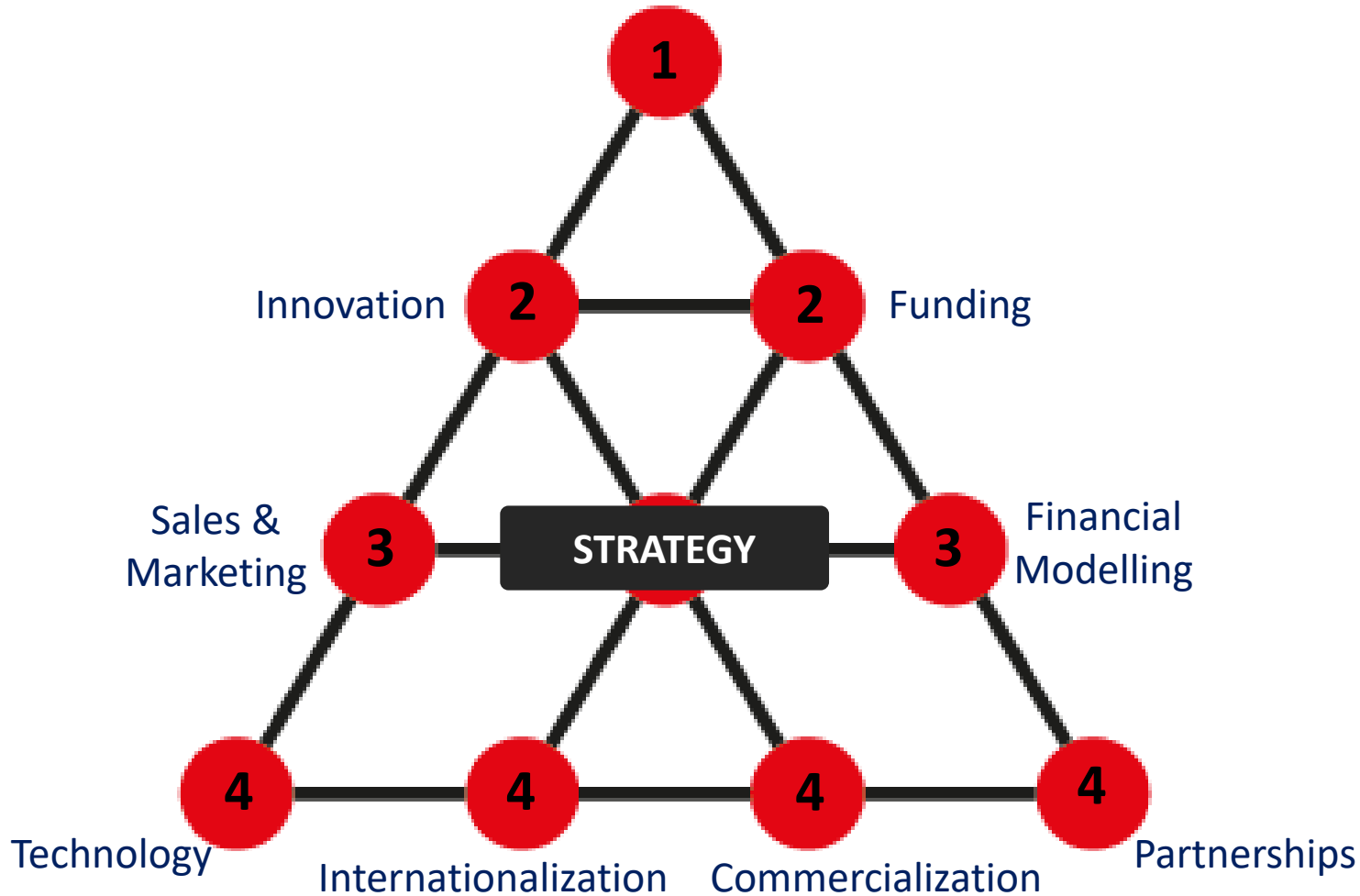


Mission: Generate Competitive Advantage

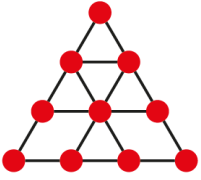


Help **Start Ups / SMEs / Scale Ups** to create value from knowledge and innovation.

Sustainability

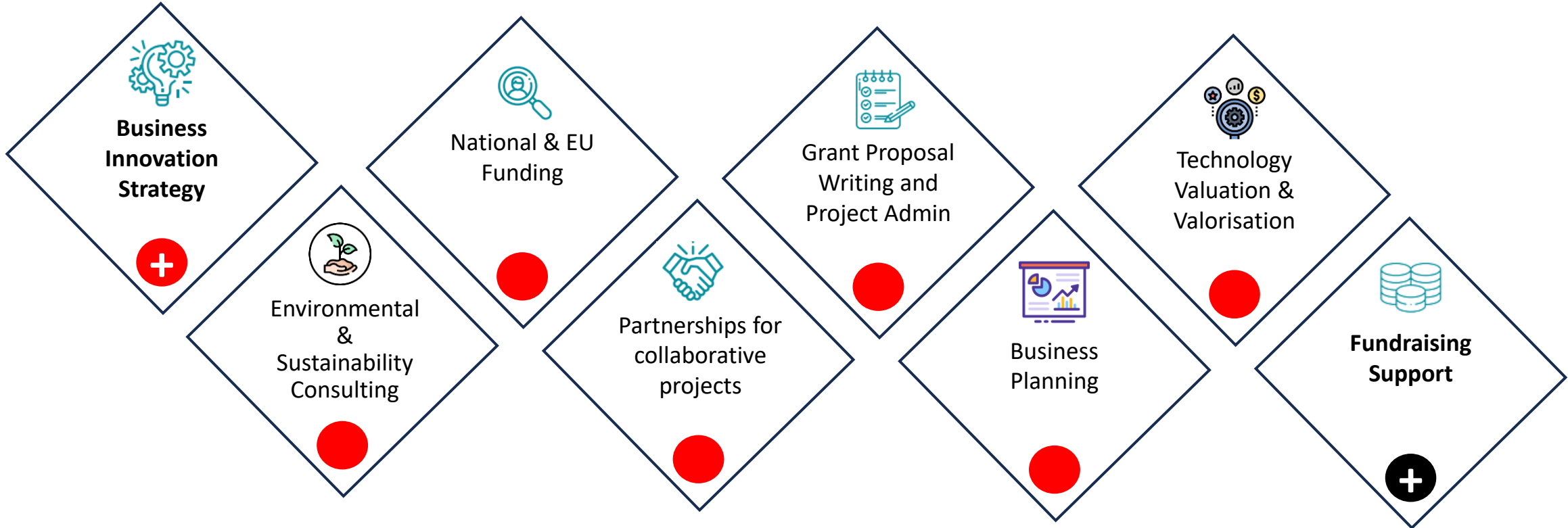
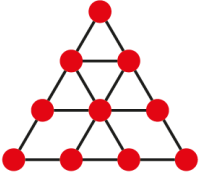


Growth Plan

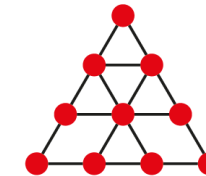


- ∞ Focus on **Sustainability**
- ≠ Enable **Innovation**
- € Facilitate **Funding**
- ™ Develop the **Sales & Marketing Plan**
- \$ Link it with **Financial Models**
- 🌀 Build **Partnerships**
- © **Commercialize** products and services
- ≥ **Expand** in new markets
- ☀️ Apply **Advanced Technology**

Business Consulting Services



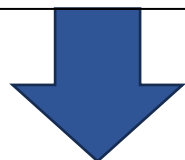
How we achieve Growth



☹️ develop the Strategy Plan

- 2 months assignment + weekly half-day Business Review Workshops:
 1. Chart Strategy Diagnostics
 2. Identify innovation potential
 3. Develop the Sustainability and Commercialization Plan

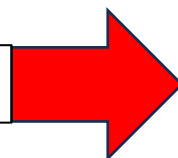
➔ **Business Plan with a comprehensive Action Plan**



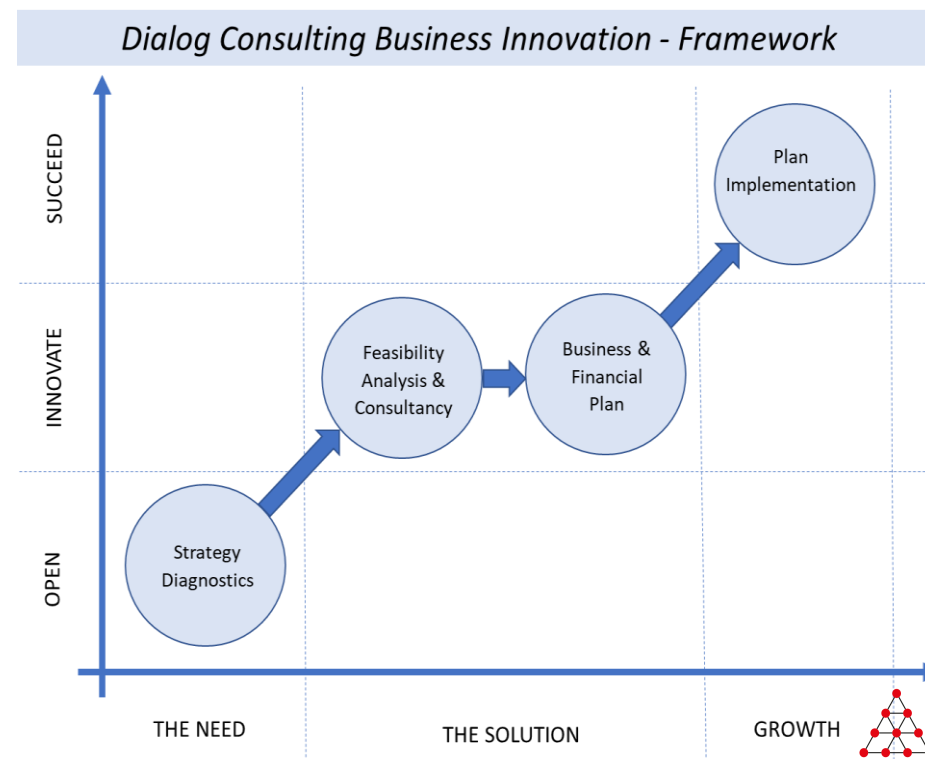
😊 acquire Grants to fund Growth

- Identify the optimal EU/National programs
- Develop Proof of Concept and Pilot Projects

➔ **Achieve Market Fit**

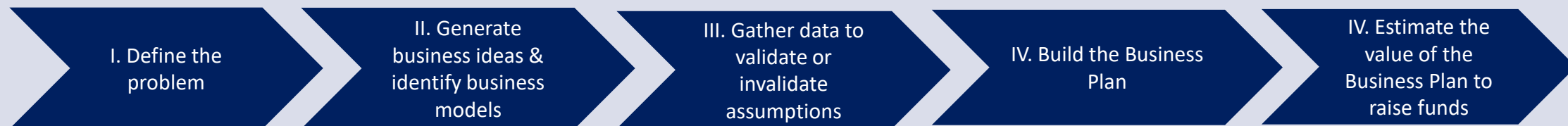


⚠️ **Pitch the right Investor to fund Scale Up**



Focus on Market Traction to hugely increase the company's valuation.

Business Innovation Strategy Process



Objective

Identify unmet market needs and customer pain points.

Develop innovative solutions addressing the defined problems.

Validate the customer demand and willingness to pay.

Create a comprehensive plan for business implementation.

Determine the financial valuation of the business idea.

Activities

1. Conduct market research and customer interviews.
2. Perform a SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis.
3. Review internal processes and performance metrics.

1. Analyze emerging technologies and their applicability.
2. Explore case studies and best practices in similar markets.
3. Conduct ideation workshops with external experts.

1. Develop and test minimum viable products (MVPs).
2. Analyze market data and trends.
3. Perform competitor analysis.
4. Conduct pilot projects or beta testing.

1. Define business objectives and strategies.
2. Develop financial models and projections.
3. Identify key resources and partnerships.
4. Plan marketing and sales strategies.

1. Conduct valuation analysis (DCF, comparables, etc.).
2. Prepare investment pitch and supporting materials.
3. Identify and engage with potential investors.
4. Develop an investor relations strategy.

Key Actions

1. Prioritize problems based on impact and feasibility.
2. Formulate clear problem statements.

1. Evaluate ideas for viability and alignment with business goals.
2. Select promising ideas for further development.

1. Collect and analyze data to test assumptions.
2. Adapt ideas based on feedback and insights.

1. Develop realistic and achievable milestones.
2. Prepare risk assessment and mitigation strategies.

1. Network and build relationships with potential investors.
2. Adapt pitch and strategy based on investor feedback.

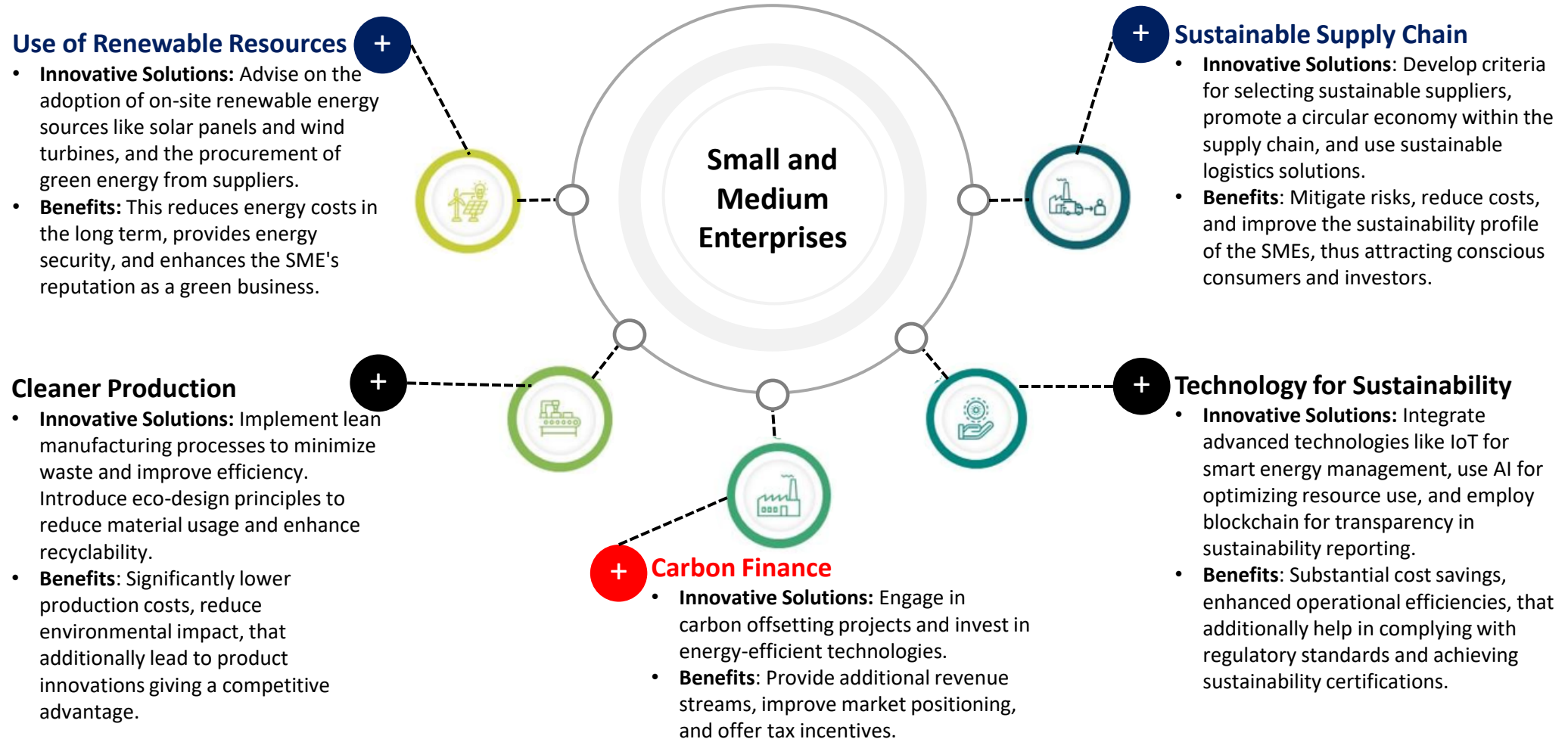
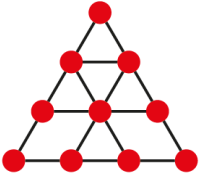
Deliverables

Priority Problem List & Business Model Canvas for selected ideas.

Comprehensive Business Plan & Financial Projections and Budget.

Investment Valuation Report & Investor Pitch Deck and Materials.

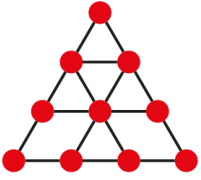
Our Approach to Environmental Sustainability






Methodologies

Strategy Innovation turns Environmental Sustainability to a lever for growth and competitive advantage.

Our Approach for Circular Innovation

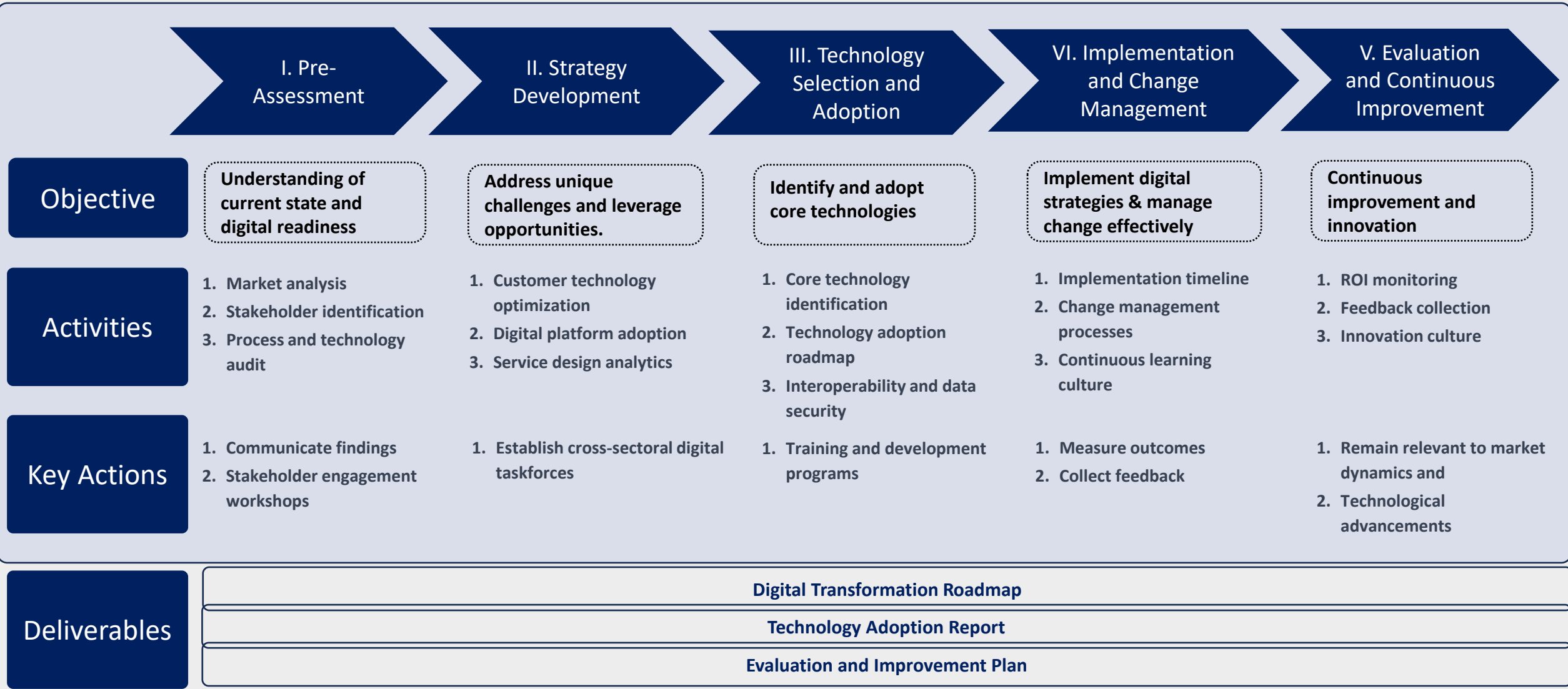


 Product Innovation	 Process Innovation	 Business Model Innovation
<ul style="list-style-type: none"> • Use of materials <ul style="list-style-type: none"> • Design the product for closed loop recycling 	<ul style="list-style-type: none"> • Use of materials <ul style="list-style-type: none"> • Substitution of virgin raw materials by bio-based or recycled materials 	<ul style="list-style-type: none"> • Use of materials <ul style="list-style-type: none"> • Build a circular supply chain
<ul style="list-style-type: none"> • Product Lifetime <ul style="list-style-type: none"> • Use modular design that may be adjusted 	<ul style="list-style-type: none"> • Product Lifetime <ul style="list-style-type: none"> • Apply LEAN manufacturing processes with standardized parts 	<ul style="list-style-type: none"> • Product Lifetime <ul style="list-style-type: none"> • Develop a portfolio for product life extension
<ul style="list-style-type: none"> • End-of-life value <ul style="list-style-type: none"> • Design products to be remanufactured 	<ul style="list-style-type: none"> • End-of-life value <ul style="list-style-type: none"> • Apply ICT processes enabling reverse logistics and refund system 	<ul style="list-style-type: none"> • End-of-life value <ul style="list-style-type: none"> • Offer a take-back scheme

Methodologies

Maximize resource efficiency and sustainability by closing the loop of product lifecycles through **reusing**, **recycling**, and **refurbishing**.

Our Approach to Digital Transformation



Our Approach to Sales & Marketing Strategy

Sales & Marketing Strategy

Market Analysis	Sales Analysis	Funnel Process	Strategy Frameworks <ul style="list-style-type: none"> • Blue Ocean Strategy • Entering a New Market • Introduce a New Product • Segmentation, Targeting & Positioning 	Sales Function Vision, Mission & Values	Sales Strategic Objectives & KPIs	Sales Team & Budget
Competitor Analysis	Marketing Channel Analysis	Company SWOT Analysis		Marketing Vision, Mission & Values	Marketing Strategic Objectives & KPIs	Marketing Team & Budget

Pillars

Product/Service Positioning & Value Proposition

Communication Strategy

Sales & Marketing Plan

Pricing Strategy

Activities

1. Target market
2. Product/service offering
3. Product life cycle
4. Product/service positioning: Key attributes, customer benefits & unique selling points (USP)
5. Value proposition
6. Product packaging and design
7. Product bundling
8. Customer feedback integration

1. Background & context
2. Communication objectives
3. Approach
4. Communication principles
5. Overarching messages
6. Stakeholder analysis
7. Communication channels
8. Key dependencies
9. Communication risks
10. High-level communication plan
11. Detailed communication plan

1. Objectives & KPIs
2. Company SWOT
3. Competitor analysis
4. Market Channels
5. Retail/Wholesale distribution
6. Online strategy
7. Strategic partnerships
8. Business Model
9. Sales team structure
10. Sales Budget
11. Marketing Budget

1. Pricing fundamentals
2. Pricing maturity model
3. Current pricing maturity level
4. Target pricing maturity level
5. Pricing strategies
6. Methods to set up price
7. Discount types
8. How to avoid price wars

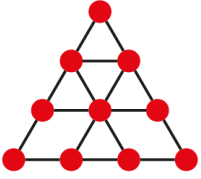
Deliverables

List of Potential Initiatives for each Pillar

Develop the Business Case and link with Financial Models to access potential projects

Activity Scheduling, Business Roadmap and Implementation

We have the Technical and Market expertise

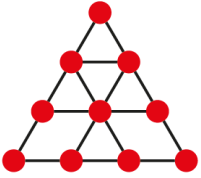


+ Service + Business Case + Technology + Industry

Process Integration Consulting for AI Technologies	Enhancing production efficiency, reducing waste, and reducing operational costs	ML, Data Analytics and IoT Integration	Wood-panel Manufacturing
Business Strategy and Market Penetration Consulting	Improving welding quality, precision, worker safety and efficiency using AR/VR	Advanced sensors, AR/VR and control systems for robotics	Shipbuilding and Maritime Construction
RPA Implementation and Business Process Re-engineering	Streamlining repetitive and time-consuming business processes	RPA software tools and API integration	Finance, Gaming, Pharmaceuticals, FMCG
Product Development and Innovation Strategy	Capturing emerging market segments in composite materials	Nanomaterials and Nano-engineered Adhesives	Aerospace, Electronics and Automotive Industries
BWTS Cost-Benefit Analysis and Financial Modelling	Achieving long-term cost savings through sustainable practices	Environmental Monitoring and Analysis Tools	Maritime and Shipping Industries
Feasibility Study for Port Emissions Monitoring Services using UAVs	Implementing innovative technologies for environmental monitoring	Unmanned Aerial Vehicles (UAVs) equipped with advanced tech sensors	Port Operations Environmental Monitoring and Compliance
Levelized Cost of Energy (LCOE) Modelling and Analysis	Reducing energy costs and increasing renewable energy adoption	Wind Measurement Technologies	Renewable Offshore Wind Energy
Internationalization Consulting Services and Business Plan Review	Creating a competitive edge in the maritime weather forecasting market	Advanced Meteorological Data Collection and Analysis Tools	Marine Navigation and Weather Forecasting

Strategy Consulting is a win-win business relationship based on Trust.

We have the Technical and Market expertise



+ Service + Business Case + Technology + Industry

Manage ICT project operations	Managing major Telecom/IT project ensuring telecom market functioning	Web Services, Databases, Data Centre HaaS and Monitoring tools	Telecom and ICT
Digital Strategy and Transformation Roadmap Development	Improving customer experience and service delivery	Analytics, ERP, CRM and Business Intelligence Tools	Testing, Inspection, and Certification Services
ESG Strategy Development and Integration Consulting	Business Innovation Strategy leveraging Environmental Consulting know how	ESG Reporting, Data Management and Compliance Tracking Tools	Sustainable Business and CSR
Business Acceleration and Consulting Services	Develop Product Management for Distributed Energy Resources Management Systems	DER Energy SCADA Systems Cloud application	Energy Management
Ideation Workshops, Business Development and Internationalization services	Mentoring for the ESA Entrepreneurs Space Startup Accelerator	AF-MPDT thruster systems	Space
Business Innovation Strategy	Improving precision, worker safety and efficiency using robotic spraying systems in agribusiness	Intelligent sensing and Collaborative Robotic Manipulator	Agriculture
Market Analysis, Business Development Plan and Investment Plan	Identify market opportunity to introduce Battery Testing Services in the Greek market	Cell, Module and Pack Battery Testing electronic facilities	Energy Storage Services
Internationalisation Strategy Consulting Services	Expand business operations in SEE, USA and Germany markets	IVD Diagnostics, Analytics and ICT Operations	Health Services

Since Strategy is a long-term commitment, we are seeking Partners rather than Customers.