

# VELOCITAS PRESENTATION

HOW CAN I ADAPT MY VALUE PROPOSITION TO AN EVOLVING MARKET?

WHERE IS MY MARKET POTENTIAL AND HOW CAN I CULTIVATE IT?

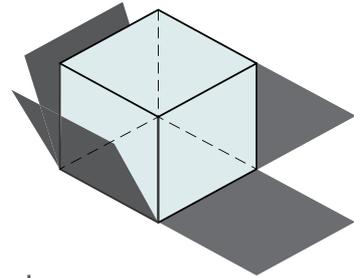
HOW CAN I CREATE AN INNOVATIVE, SKILLFUL AND PURPOSE-DRIVEN CULTURE?

## CONTEXT

Business used to be a black box. For outsiders, the inside was vague. Companies painted their brand on the outside of the box by telling what they do. People either liked it or they didn't.

Thanks to the transparency in an interconnected world, today a business is a glass box. Outsiders can easily see into the company and get to know who you really are.

As a company, you have to be consciously active in your market development. The market is evolving so quickly that lingering doubts or blind confidence can cost you dearly.



 Glass box    ATTRACT  
 Black box    CONVINCe

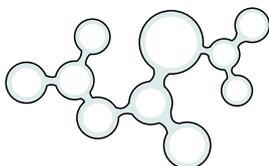
Organisations with a clear identity and purpose spontaneously attract people, are able to cultivate the market and have a solid basis to achieve real growth.

## REAL GROWTH

We roll up our sleeves and investigate, listen and analyse in depth. Then we bring your unique **DNA** to the surface.

What is your essence and how do you incorporate it into all your policies and value propositions? And above all: where and how do you reach your ideal market?

We clarify the value that your customers are willing to pay for, thus leading strategic choices to a more evident outcome. We then review the business plan and draw up guidelines so your market potential can be optimally realised.



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**“YOU NEVER CHANGE THINGS BY FIGHTING THE EXISTING REALITY. TO CHANGE SOMETHING, BUILD A NEW MODEL THAT MAKES THE EXISTING MODEL OBSOLETE.”**

**- RICHARD BUCKMINSTER -**



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 “PROFIT IS LIKE THE AIR WE  
 BREATHE. WE NEED AIR TO LIVE,  
 BUT WE DON'T LIVE TO BREATHE.”

~ FREDERIC LALOUX ~

## HOLISTIC APPROACH

WE IDENTIFY YOUR FUNDAMENTAL  
 COMPANY CAPITALS



...as the essentials for value creation



### VALUE PROPOSITION

Define or realign the precise value  
 of your products and services.

### MARKET DEVELOPMENT

Establish your market potential  
 and accelerate towards results.

### ORGANISATIONAL EXCELLENCE

Boost your growth with an  
 empowering mix of appealing  
 leadership, proven processes and a  
 sustaining culture.

## FACTS



**30**

Multilingual  
 professionals



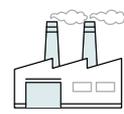
**+ 3.000**

(Inter)national market  
 development projects



**3**

BeNeLux  
 offices



**CUSTOMERS**

Small scale-ups to  
 large enterprises

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