



The operating *partner*.

One firm that takes a decision or a programme from question to running operation: an in-house consultancy for market intelligence, innovation, applied AI, and sustainability, with a vetted network of service and technology partners behind it.

Based in the UAE. Working across the Gulf, Türkiye, and adjacent markets. Delivering worldwide.

THE FLYWHEEL: ADVISE → BUILD → PLACE → OPERATE → LEARN → ↺

NO. 01: IN-HOUSE CONSULTANCY

Market intelligence

Markets, competitors, and opportunities examined before the signature.

Innovation

New products, models, and revenue. Framed, tested, made real.

Applied AI

Strategy, selection, and working deployments. No hype.

Sustainability

Strategy, measurement, and reporting that stand up to scrutiny.

THREE WAYS IN

Intelligence brief

Two to three weeks on one decision question: a market, a competitor, a partner, a deal. Fixed fee, a defined end.

Diagnostic sprint

Two to four weeks on one question: what is true, what matters, what to do. Ends in a working session.

Defined programme

A scoped mandate with milestones and an end date. We stay until the change holds, then we leave.

A continuous form exists: the intelligence retainer, with monthly monitoring, briefings, and decision support.

NO. 02: THE PARTNER NETWORK

Service partners

Company setup and licensing, legal, accounting and tax, banking, HR, marketing and growth. Vetted providers, matched to the brief, under our accountability.

Technology providers

Cloud and platforms, integration, security, data and AI tooling. Chosen for the problem, implemented with our oversight, handed over documented.

HOW IT WORKS

One brief.

Tell us once. We split what is ours from what is a partner's and return with a plan.

The right bench.

In-house where thinking is the work; partners where licensed specialists do it better.

One accountable line.

However many hands touch the work, you hold one line: ours.