



ADV-CAP / SOLUTION HOUSE 02

Commercialization & Growth

From capability and expertise to
market-ready offers and sustainable revenue.

Offer design. Demand creation. Revenue activation.
Commercial models and sustainable growth.



SAUDI SOLUTION BOUTIQUE

Activating Strategy. Commercializing Capability. Delivering Impact.

Turn Capability into Revenue

Connect what you can offer with the demand, economics and routes to market that make it viable.

Adv-Cap helps organizations convert expertise, intellectual property, assets and partnerships into commercially viable offers. We connect proposition design, demand creation, pricing and market activation around a clear route to revenue.

Value

Clarify the buyer problem, the value you can deliver and the evidence that supports the offer.

Demand

Shape relevant use cases and activate buyer interest through employer, institutional and partner engagement.

Revenue

Connect pricing, proposals, channels and delivery economics to repeatable commercial opportunities.

WHEN THIS SUPPORT IS MOST VALUABLE

Expertise is under-commercialized; an offer needs a clearer buyer proposition; a new service needs traction; or growth is constrained by pricing, channels or conversion.

For businesses, institutions and solution providers seeking commercially sustainable growth.

Our Commercialization & Growth Offer

Six connected workstreams, from value proposition to market activation.

01

Value Proposition & Offer Design

Translate expertise and assets into clear buyer outcomes, differentiated propositions and market-ready offers.

02

Demand Design & Activation

Identify unmet needs, shape relevant use cases and activate demand through clients, institutions and partners.

03

Pricing & Commercial Models

Define pricing logic, revenue options, cost-to-deliver assumptions and partner economics.

04

Go-to-Market & Channels

Prioritize buyer segments, routes to market, channel partners and practical activation plans.

05

Proposals & Sales Enablement

Build proposal architecture, sales narratives, evidence assets and a structured opportunity-to-proposal process.

06

Revenue Activation & Growth

Support pipeline development, commercial reviews, offer refinement and expansion of proven opportunities.

Engage a focused workstream or connect several through an integrated growth mandate.

Commercialization & Growth

From Capability, IP, and Partnerships to Market-Ready Revenue Growth

An integrated commercialization system that transforms under-packaged capabilities into structured offers, executable revenue pathways, and scalable growth.

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**COMMERCIAL STEERING &
GO-TO-MARKET DECISIONS**



Market
Intelligence



Customer
Insight



Competitive
Context



Strategic
Priorities

INPUTS



CAPABILITY

Differentiated expertise, solutions and delivery strengths.



IP

Proprietary assets, frameworks and intellectual property.



PARTNERSHIPS

Ecosystem alliances, technology partners and channel networks.

THE ADV-CAP OFFER-TO-REVENUE ENGINE



VALUE PROPOSITION

- Define unique value and differentiation
- Align to customer outcomes
- Articulate impact and proof points



OFFER PACKAGING

- Structure solutions and service modules
- Bundle IP, tools and accelerators
- Build configurable offer catalog



COMMERCIAL MODEL

- Define pricing and value logic
- Select engagement and contracting models
- Build financial and ROI case



PROPOSAL ARCHITECTURE

- Develop proposal frameworks
- Assemble content, evidence & assets
- Create win strategies and objection plans



ROUTE-TO-MARKET

Select channels, prioritize segments, and plan market entry.



REVENUE ACTIVATION

Engage prospects, drive conversions, and secure commitments.



GROWTH SCALING

Expand accounts, extend offerings, and unlock new markets.

ADAPTIVE GROWTH LOOP



REFINE



VALIDATE



POSITION



SCALE

ENABLERS & CAPABILITIES



PRICING LOGIC
Value-based, defensible, and scalable.



PROPOSAL ASSETS
Reusable content, case studies, and enablement.



PARTNER CHANNELS
Ecosystem leverage for reach and co-sell advantage.



CLIENT TARGETING
Ideal client profiles, prioritization, and account plans.



GROWTH METRICS
Pipeline, win rate, ACV, expansion, and ROI tracking.

OUTCOMES: 3 LEVELS OF IMPACT

1. MARKET-READY OFFERS



- Clear value and differentiation
- Structured, scalable offers
- Ready-to-deploy assets
- Strong proof and confidence

2. EXECUTABLE REVENUE PATHWAYS



- Defined go-to-market routes
- Higher conversion performance
- Predictable pipeline generation
- Efficient deal execution

3. SCALABLE GROWTH



- Sustainable revenue acceleration
- Expanded client accounts
- New markets and segments
- Long-term enterprise value

From Mandate to Practical Outputs

Practical outputs that connect commercial strategy with buyer engagement and revenue.

A Market-Ready Offer

Buyer segments and use cases; value proposition; structured offer portfolio; supporting evidence requirements.

A Viable Commercial Model

Pricing framework; cost and revenue assumptions; commercial scenarios; partner economics and deal principles.

An Activation Toolkit

Go-to-market plan; channel and partner priorities; sales narrative; proposal templates and reusable assets.

A Growth Management System

Opportunity pipeline; conversion measures; commercial review rhythm; offer refinement and expansion priorities.

MEASURES AGREED WITH THE CLIENT

Examples: qualified pipeline, conversion, sales cycle, revenue, contribution margin and repeat business. Baselines, targets and attribution are agreed for the mandate.

Start Where You Need Us

Choose the commercial challenge that matters most now.

Shape a New Offer

Convert expertise, intellectual property or a partnership into a clear proposition, commercial model and market-entry plan.

Activate Demand and Revenue

Create buyer interest, sharpen routes to market and equip teams with the offers, proposals and partners needed to pursue opportunities.

Strengthen and Scale Growth

Review commercial performance, improve economics and conversion, and extend offers that demonstrate demand and value.

FROM OFFER TO REVENUE

Define > Package > Price > Propose > Activate > Scale

We agree the commercial objective, target buyers, delivery scope and responsibilities before mobilization. Market feedback and pipeline evidence guide refinement throughout the engagement.

Engage through an offer diagnostic, a commercialization project or phased growth support.



Let's Activate Your Growth

Shape the offer. Create demand. Build the route to revenue.

Whether you are commercializing a new capability, activating an offer or expanding an existing business, we start with the value you can deliver and the buyers you need to reach.

START THE CONVERSATION WITH

- 01 Your capabilities, assets and growth ambitions
- 02 Your target buyers and current commercial challenges
- 03 The offer, demand and revenue support you need

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