



ADV-CAP

ADV-CAP Corporate Profile

Solution Boutique and
Commercialization Platform



1



2



3



4



5



6

Originate

Design

Integrate

Commercialize

Deliver

Scale

What Makes Us Different

Saudi understanding. Integrated expertise. Commercially viable execution.

01

Saudi Context, Global Reach

We connect Saudi priorities and local insight with specialist expertise and delivery partners suited to each opportunity.

02

Client-Aligned Solution Design

We bring strategy, capabilities, partners and operating models together around the client's challenge and desired outcomes.

03

Commercial Viability by Design

We shape adoption, pricing, routes to market and sustainability alongside the solution, from the outset.

04

Execution and Lasting Capability

We connect strategy to delivery governance, measurable results and capability that remains with the client.



Activating Strategy. Commercializing Capability. Delivering Impact.

Solution Houses

Four integrated engines. One pathway from ambition to sustained value.

01

Transformation & Impact

Turn strategic priorities into coordinated execution, accountable delivery and measurable institutional results.

Roadmaps | Governance | Performance

02

Commercialization & Growth

Convert expertise, assets and partnerships into market-ready offers, revenue models and growth opportunities.

Offers | Revenue models | Market activation

03

Capability & Academy

Design, establish and activate academies and capability systems, with delivery quality and sustainability built in.

Academy design | Activation | Sustainability

04

Market Entry & Partnership

Help organizations enter and grow in Saudi Arabia through localized propositions, aligned partners and activation.

Localization | Partnerships | Market access

CONNECTED THROUGH ONE DELIVERY PATHWAY

Originate > Design > Integrate > Commercialize > Deliver > Scale

Engage one solution house or combine them around a shared client mandate.

Select a solution house to open its detailed model.

Transformation & Impact

From Strategic Direction to Executive Insight

An overarching transformation system that connects strategy, execution, and capability to deliver desired outcomes.

INPUTS: 3 LAYERS, ONE DIRECTION



1. STRATEGIC DIRECTION LAYER

Strategy, priorities, risk appetite, decision rights



2. EXECUTION GOVERNANCE LAYER

Governance, portfolio oversight, funding, performance control



3. VALUE & CAPABILITY LAYER

Capabilities, people, process, data, technology

THE ADV-CAP METHODOLOGY

1



DISCOVER & ALIGN

- Understand context
- Align on strategic intent
- Confirm outcomes and success measures

2



ASSESS & BASELINE

- Assess current state
- Identify gaps, risks & opportunities
- Establish baseline and maturity

3



DESIGN & PRIORITIZE

- Define target state
- Prioritize initiatives and value
- Build roadmap and business case

4



ACTIVATE & EXECUTE

- Mobilize and resource
- Execute with agility and discipline
- Manage change and engagement

5



MEASURE & OPTIMIZE

- Track performance
- Realize benefits
- Learn and adapt for continuous improvement

GOVERNANCE & INSIGHT SPINE



Policies & Decision Rights



Visibility & Transparency



Performance Control



Risk & Issue Management



Executive Reporting

OUTCOMES: 3 LAYERS OF IMPACT



1. STRATEGIC OUTCOMES

- Executive Insight & Steering
- Clear line of sight to strategy
- Confident decision-making
- Proactive risk management
- Maximum strategic value



2. EXECUTION OUTCOMES

- Governed Execution & Portfolio Control
- Prioritized, balanced portfolio
- On-time, on-budget delivery
- Performance accountability
- Predictable execution



3. VALUE OUTCOMES

- Sustainable Capability & Enterprise Value
- Stronger capabilities
- Measurable business value
- Resilient, future-ready organization
- Sustained impact

ADAPTIVE LEARNING LOOP

Continuously sense, learn, and adapt to drive better outcomes.



SENSE

Signals & Data



LEARN

Insights & Patterns



ADAPT

Decisions & Actions



IMPROVE

Outcomes & Value

OUR GUIDING PRINCIPLES



CLIENT PARTNERSHIP

We succeed when you succeed.



OUTCOME FOCUSED

Start with the end in mind, drive to value.



GOVERNED AGILITY

Disciplined execution, adaptive delivery.



TRANSPARENCY

Clear visibility, informed decisions.



SUSTAINABLE IMPACT

Build capabilities that last.

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

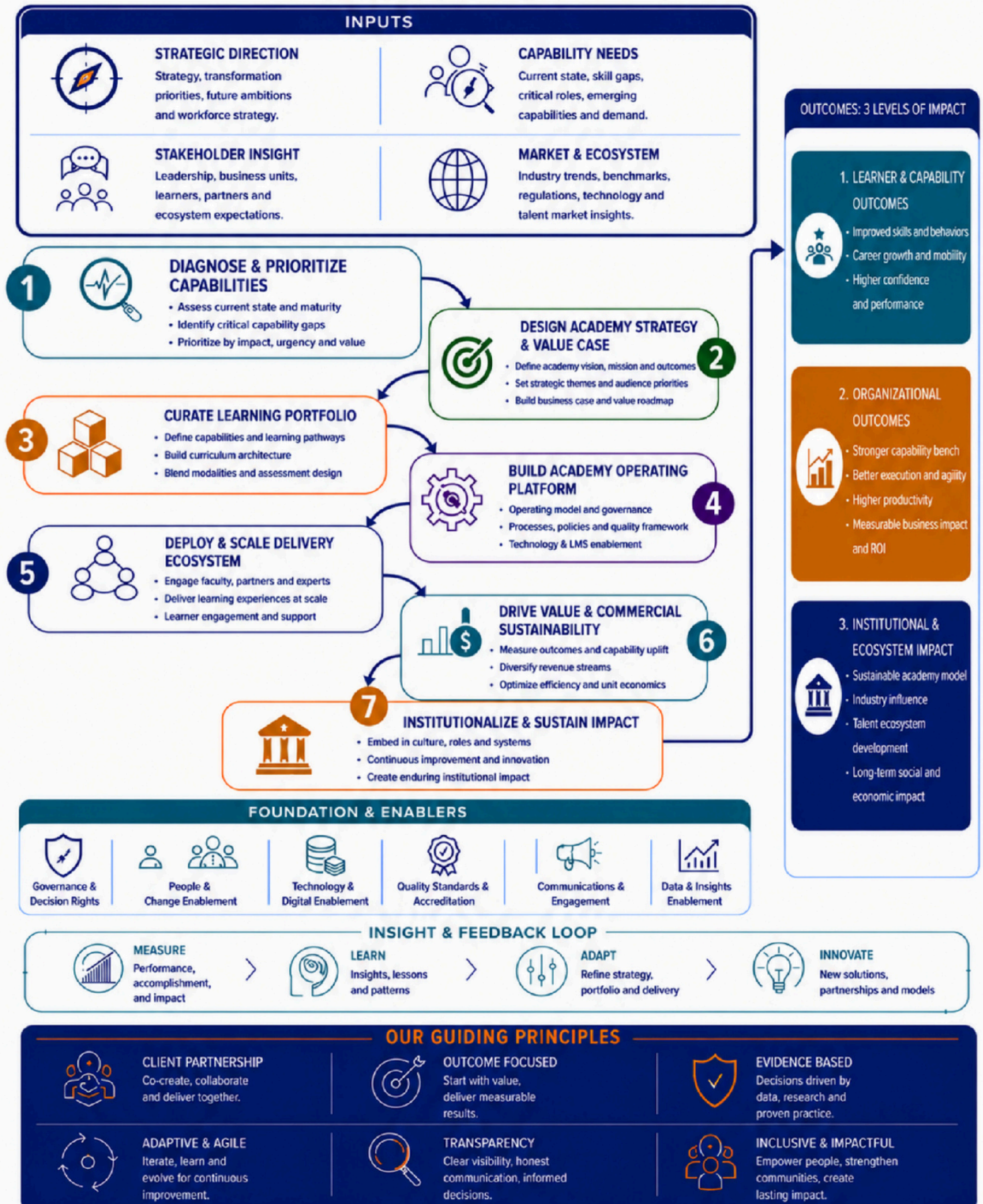


- Sustainable revenue acceleration
- Expanded client accounts
- New markets and segments
- Long-term enterprise value

Capability & Academy

From Capability Demand to Sustainable Institutional Impact

An integrated engine that converts capability needs into academy platforms, learning solutions, and sustainable value for people, organizations, and ecosystems.



Market Entry & Partnership

From Market Insight to Partnership Impact & Sustainable Growth

Adv-Cap accelerates market entry and value creation in Saudi Arabia by connecting global capabilities with local opportunities through partnership, insight, and execution excellence.

INPUTS



Business objectives



Capability strengths



Solution / offering



Partner aspirations



Growth ambitions

KEY MARKET CONTEXT DRIVERS



1. Vision 2030 national priorities and mega programs



2. Economic transformation and diversification



3. Private-sector growth and new opportunities



4. Regulatory evolution and localization



5. Global capabilities meeting local needs

OUR ROLE



MARKET NAVIGATORS

Navigate complexity and uncover the right opportunities.



STRATEGIC CONNECTORS

Connect the right stakeholders and open doors.



PARTNERSHIP ARCHITECTS

Design compelling partnerships and create shared value.



EXECUTION ENABLERS

Enable seamless execution and deliver results.

7-STAGE ACTIVATION PATHWAY

1



UNDERSTAND & ASSESS

- Understand client objectives
- Assess market landscape
- Identify gaps and fit



DETERMINE OPPORTUNITIES

- Analyze market opportunities
- Prioritize high-potential areas
- Validate opportunity size

3



ENGAGE & CONNECT

- Engage key stakeholders
- Build trusted relationships
- Establish initial alignment



DESIGN LOCALIZED VALUE PROPOSITION

- Tailor solutions to local needs
- Define differentiated value
- Ensure cultural and market fit

5



FORM PARTNERSHIP ECOSYSTEM

- Identify and qualify partners
- Build ecosystem of collaborators
- Align roles and value exchange



EXECUTE & ENABLE

- Develop go-to-market plan
- Execute with agility and excellence
- Enable adoption and scale

7



MEASURE & SUSTAIN

- Measure performance and impact
- Capture learnings and optimize
- Sustain growth and long-term value

SAUDI MARKET ACTIVATION SPINE



Local Market Intelligence



Government & Regulatory Insight



Stakeholder & Influencer Network



Partner Ecosystem Leverage



Commercial & Deal Structuring



Cultural & Business Alignment



Risk & Compliance Management

OUTCOMES: 3 LEVELS OF IMPACT



1. BUSINESS OUTCOMES

- Revenue growth
- Market share expansion
- Operational efficiency
- Strong ROI and profitability



2. PARTNERSHIP OUTCOMES

- Strong, trusted partnerships
- Shared value creation
- Sustainable collaborations
- Ecosystem growth



3. NATIONAL & ECONOMIC IMPACT

- Support Vision 2030 goals
- Job creation & localization
- Knowledge & capability transfer
- Long-term economic value

MARKET ENTRY SUCCESS FACTORS



RIGHT INSIGHT / RIGHT STAKEHOLDERS
Deep insights and the right connections.



RIGHT VALUE / RIGHT PARTNERS
Compelling value with the right partners.



RIGHT EXECUTION / RIGHT TIME
Flawless execution at the right time.



RIGHT IMPACT / RIGHT GROWTH
Measurable impact and sustainable growth.

OUR GUIDING PRINCIPLES



CLIENT-CENTERED
We listen, understand, and put clients first.



VALUE-FOCUSED
We deliver measurable value that matters.



RELATIONSHIP-DRIVEN
We build trust and long-term partnerships.



AGILE & ADAPTIVE
We adapt quickly and embrace change.



TRANSPARENT & ACCOUNTABLE
We act with integrity and take ownership.



SUSTAINABLE PARTNERSHIPS
We create enduring impact for future generations.

Our Commitments

The standards that guide every client engagement.

01 Clear Scope and Accountability

Agree priorities, responsibilities, deliverables and measures of success at the outset.

02 Transparent Collaboration

Keep decisions, progress, dependencies and delivery risks visible throughout the engagement.

03 Responsible Partnership

Align specialist partners to the mandate, with clear roles, quality expectations and delivery ownership.

04 Capability That Endures

Build knowledge transfer, institutional ownership and sustainable value into the work.



Activating Strategy. Commercializing Capability. Delivering Impact.

Who We Work With

Distinct client needs. Connected solutions across sectors and institutions.

Government & Public Entities

Activate strategies, strengthen delivery governance and build institutional capability.

Businesses & Corporate Groups

Develop offers, improve operating models and activate commercial growth.

Investors & Business Owners

Assess opportunities, shape business cases and plan value-creation initiatives.

Academies & Learning Institutions

Establish or scale academies, strengthen learning portfolios and develop sustainable commercial models.

Associations & Nonprofit Institutions

Activate member value, partnerships, capability programs and sustainable income opportunities.

International Solution Providers

Localize propositions, identify aligned partners and activate opportunities in Saudi Arabia.

Engagements are shaped around the mandate, stage of development and intended impact.

How We Work

A clear engagement journey from opportunity to delivery and scale.

01 Originate

Clarify the opportunity, client priorities and intended value.

02 Design

Define the solution, scope, business case and success measures.

03 Integrate

Align expertise, partners, governance and delivery responsibilities.

04 Commercialize

Shape the offer, commercial model and route to adoption.

05 Deliver

Activate the plan, manage dependencies and track results.

06 Scale

Refine the solution, transfer capability and extend sustainable value.

The starting point and sequence adapt to the client mandate; scope, ownership and progress remain explicit throughout.

A Partner. A Platform. A Pathway to Impact.

Activating Strategy.
Commercializing Capability.
Delivering Impact.

Let's define the value pathway and
activate the next stage of growth.



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