



ADV-CAP / SOLUTION HOUSE 04

Market Entry & Partnership

From market insight to local partnerships
and Saudi market activation.

Market assessment. Localized propositions.
Partnership development and opportunity activation.



SAUDI SOLUTION BOUTIQUE

Activating Strategy. Commercializing Capability. Delivering Impact.

Connect to Saudi Opportunity

Align market priorities, local relevance and the partnerships needed to deliver.

Adv-Cap helps international solution providers and Saudi organizations translate market ambition into a practical entry or expansion approach. We connect market insight, localized propositions, aligned partners and disciplined opportunity development.

Relevance

Identify where your capabilities address buyer needs and adapt the proposition to the Saudi context.

Partnership

Define the expertise, local relationships and delivery roles needed to pursue the opportunity.

Activation

Translate market choices and partner alignment into target accounts, an opportunity pipeline and delivery readiness.

WHEN THIS SUPPORT IS MOST VALUABLE

You are entering Saudi Arabia, adapting an international solution, selecting a local delivery partner or converting an existing partnership into an active commercial opportunity.

For international providers, Saudi businesses and institutions developing partnerships.

Our Market Entry & Partnership Offer

Six connected workstreams, from market fit to opportunity activation.

01

Market Insight & Opportunity

Assess buyer needs, market context, competing offers and priority opportunities against your capabilities.

02

Localized Value Proposition

Adapt the offer, buyer narrative, delivery approach and commercial assumptions to local requirements.

03

Partner Strategy & Screening

Define partner roles and selection criteria; identify and assess candidates for fit, capability and readiness.

04

Stakeholder & Buyer Engagement

Map relevant stakeholders, prioritize target accounts and support purposeful engagement around the proposition.

05

Partnership & Commercial Design

Clarify mutual value, responsibilities, delivery ownership, commercial principles and the activation roadmap.

06

Market Activation & Growth

Develop the opportunity pipeline, coordinate proposal and launch activities, and review progress toward sustainable growth.

Engage a focused workstream or combine them in a phased market activation mandate.

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.

From Mandate to Practical Outputs

Practical outputs that support market choices, partner alignment and activation.

A Defined Market Focus

Market opportunity assessment; buyer and stakeholder map; prioritized segments and target-account criteria.

A Localized Offer

Saudi market proposition; buyer narrative; delivery requirements; commercial assumptions and offer adaptations.

A Partnership Blueprint

Partner role definitions; screening criteria and shortlist; responsibility matrix; commercial principles and activation plan.

An Executable Market Plan

Entry or expansion roadmap; opportunity pipeline; engagement and proposal priorities; milestones and progress measures.

MEASURES AGREED WITH THE CLIENT

Examples: qualified opportunities, partner readiness, buyer engagement, proposal progression, conversion and activated partnerships. Targets and responsibilities are agreed for the mandate.

Start Where You Need Us

Choose the market or partnership challenge that matters most now.

Enter the Saudi Market

Assess market fit, prioritize buyers and define a localized offer, entry approach and partner requirements.

Build the Right Partnership

Identify complementary capabilities, assess partner fit and align mutual value, responsibilities and commercial principles.

Activate and Expand

Turn a market plan or existing partnership into a coordinated opportunity pipeline, proposals and delivery activation.

FROM MARKET INSIGHT TO ACTIVATION

Assess > Prioritize > Connect > Localize > Partner > Activate

We agree the target market, scope, engagement responsibilities and decision points before mobilization. Opportunity and partner reviews guide progress, refinement and sustained value.

Engage through a market diagnostic, a partnership project or phased activation support.

Let's Activate Your Market Entry

Clarify the opportunity. Align the partners. Activate the market.

Whether you are entering Saudi Arabia, building a strategic partnership or expanding your local presence, we start with your capabilities, priorities and intended market outcomes.

START THE CONVERSATION WITH

- 01 Your offer, capabilities and Saudi market ambitions
- 02 Your current market presence and partnership needs
- 03 The opportunities and activation support you want to prioritize

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Riyadh, Kingdom of Saudi Arabia

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