Novida, is the Trusted Advisor and Companion of Corporations, Companies, Entrepreneurs, Investors, and Leaders in Transforming Their Dreams into Strategies and Getting Them Realized!

Novida is an Effective;
- Business and Market Development
- Investment and Access to Finance
- Strategy, Policy, Program, Value Chain
- Business, Digital and Cultural Transformation
- Innovation
- Sustainability
Solutions Provider and Integrator

Turn-key
Agile
Efficient
Effective
Reliable
Novida is an Effective;

- Business and Market Development
- Investment and Access to Finance
- Strategy, Policy, Program, Value Chain
- Business, Digital and Cultural Transformation
- Innovation
- Sustainability

Solutions Provider and Integrator

- Integrates and Provides Turn-Key, Agile, Reliable, Efficient and Effective Solutions;
- In line with the Requirements of Corporations, Investors, Entrepreneurs, Owners and Leaders of Enterprises;
- Having Dreams About Enabling Economic, Environment and Social Sustainability Strategies, Policies, Programs, Value Chains
- Accessing, Going-to, Investing in International Markets
- Growing and Transforming Their Business and Cultures.

Novida has a Competent and Experienced Team

- And Business/Solution Partners in
- Transforming Dreams into Strategies
- Strategies into Real Life, and
- Realities into Sustainable Business Results

Novida, Is the Trusted Advisor and Companion of Corporations, Companies, Entrepreneurs, Investors, and Leaders in Transforming Their Dreams into Strategies and Getting Them Realized!

Novida, Enables Organizations in the Whole Business Growth and Transformation Efforts, via:

- To-the-Point Industry and Product-Based Market Intelligence;
- Targeted Strategy and Business Model Definition;
- Exportation, Market/Business Development and Market Entry
- Investments and Mergers & Acquisitions;
- Asset/Resource Optimization and Financial Solutions;
- Branding and Institutionalization;
- Operational Excellence;
- Digital, Cultural and Organizational Development Solutions, in a ‘Rapid, Agile, Customized, Systematic and Effective Manner’
Novida Safe® Smart, Agile and Feasible Expansion

Novida Financial Efficiency, Business and Market Development and Investment Solutions

Novida Value Chain, Policies, Strategy and Program Solutions

Novida 5-Steps (5-S) Institutionalization/Branding Solutions

Novida Merger & Acquisition (M&A) Solutions

Dream2Live® Design/Future & Novida 5-Steps (5-S) Innovation Solutions

Dream2Digital® & Novida 5-Steps (5-S) Digital Transformation Solutions

Novhow® Leadership and Cultural Transformation Solutions

Ready2©... Entrepreneurship, Investment and Mentoring Solutions
In this world of A-VUCA (Accelerated, Volatile, Uncertain, Complex and Ambiguous), most of existing companies will soon become extinct. It is certainly a process of evolution.

In such a world, it is essential to make Smart Decisions, devise Agile Strategies and Roadmaps; utilize Resources, Investment & Incentive Instruments and Levers intelligently and effectively.

Companies will need to eliminate most of their portfolio, focus on fields of unique know-how and develop and jump into novel products and solutions.
<table>
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<tr>
<th>TOPIC</th>
<th>OBJECTIVE</th>
<th>AGENDA</th>
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</table>
| INCEPTION FIELD STUDY      | Develop understanding as to situation, requirements and expectations of business; ensure alignment between Client and Consultant in regards to Plan of Action and Timeline.                                           | • Site Visit  
• Interviews with Business Owners  
• Expectation Setting as to Plan of Action                                                                                           |
| ANALYTICS & INTELLIGENCE   | Perform macro economic, industrial and product-based analyses; derive insight as to long-term growth potential on a sector and product base; conclude with Strategic Export Choices, including financial impact of relevant Investment Support Instruments and Levers. | • Desk Study  
• Macro Outlook into Turkish Economy  
• Potential Strategic Sectors & Products  
• Strategic Export Choices  
• Investment Support Instruments  
• Incentives Regime  
• Suggestion for Exports Strategy Roadmap                                                                                             |
| INTERIM STUDY VISIT         | Share interim insight and conclusions; exchange thoughts and ideas; make the Analytics & Intelligence Study organic.                                                                                       | • Workshop with Business Owners  
• Share Analytics & Intelligence Findings  
• Discuss Outcomes & Implications  
• Finetune Analytics & Intelligence Study  
• Prepare Final Study based on Workshop                                                                                                  |
| AGILE STRATEGY WORKSHOP     | Make Product Portfolio Renewal decisions; Make Strategic Investment decisions; Devise SMART Export and Business (Go-To-Market) STRATEGIES and ROADMAP; Devise Investment and Incentives Roadmap | • Workshop with Business Owners  
• Share Analytics & Intelligence Report  
• Make Product Portfolio Renewal Decisions  
• Make Strategic Investment Decisions  
• Develop Export and Business (Go-To-Market) Strategies  
• Devise Investment & Incentive Roadmap                                                                                                  |
An Export and Go-To-Market Strategy requires a well-researched and analyzed market insight, so that the market-entry efforts of the company is efficient, timely and profitable.

Comprehensive Market Analysis supports companies understand market potential correctly, assess own capabilities and enter the market with right approach, strategies and resources.
## TOPIC

<table>
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<tr>
<th>INTEGRATION of INSIGHT</th>
<th>SMART BUSINESS MODEL</th>
<th>MARKETING PLAN</th>
<th>GO-TO-MARKET ACTION PLANNING</th>
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<tbody>
<tr>
<td>Integrate all outcome, findings, choices, ideas and suggestions out of studies and discussions made, into a full picture of INSIGHT so that a clear Business Model and Action Planning can be devised.</td>
<td>Devise a to-the-point and effective Business (Go-To-Market) Model, incorporating Target Customers, Value Proposition, Channels, Customer Relations, Key Activities, Key Partnerships, Cost Structure, Revenue Streams...</td>
<td>Devise a Marketing Plan to support execution of Business Export Strategies and Business (Go-To-Market) Plan</td>
<td>Devise an Action Plan that would expedite market-entry execution, which supports the Business Strategies and Business (Go-To-Market) Model</td>
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## OBJECTIVE

- Situation
- Opportunities
- Threats
- Conclusions

- Business Canvas
- Business (Go-To-Market) Modelling
- Target Customer-Persona Study
- Value Proposition Definition
- Channel, Customer Relations, Partners, Activities
- Cost and Revenue Structures

- Market Research and Analysis Outcome
- Target Segment/Customer
- Value Proposition of the Brand & Products
- Marketing Initiatives
- Marketing Campaigns Planning
- Marketing Metrics Definition

- Situation Analysis
- Objectives
- Strategic Actions
- Action Plans
- Ownerships
- Timelines
- Success Metrics

A good insight, a well-prepared Strategy and Business (Go-to-Market) Plan can only be of help when put into action and executed.

«Plans are only good intentions unless they immediately degenerate into hard work!»  
*Peter Drucker*
Novida Financial Efficiency, Business Development & Investment Solutions

We Are Your Companion!
Together with our Experts and Solution Partners;
we ensure that you access the right resources (such as People, Technology, Financing, Information...) at the right time;
while rendering your business efficient and productive, and fulfilling requirements of Market and Customers in an agile manner.

Bad Debt Restructuring
Business Plan-Feasibility
Cross-Currency Swap (CCS)
Debit and Credit Restructuring
Debt Management
Financial Crisis Management-Debt Restructuring
Financial Situation Assessment
Internal Auditing
Letter of Credit Working Capital Financing
Open Position and Currency Risks Analysis
Receivable Insurance
Working Capital Management

Cash Collection of V.A.T. Returns
Due Diligence
Interest-Free Financing with Letter of Credit
International Receivables Management
Operational Financial Leasing
Profitability Analysis
Project Financing Credit
Public Receivables Restructuring
Readiness for International Partnership
Strategic Financial Planning
Surety Bond
...
Novida Financial Efficiency, Business Development & Investment Solutions

Business and Market Development, Investment Solutions

- Business Development, New Markets Access, Export
- Ecosystem of Entrepreneurship, Start-Up, Scale-Up, Investor, Mentor
- Finding Business Partner and Investor
- Forming Teams
- (Industry & Product Oriented) Strategy, Business Model and Action Plan
- Intelligence and Reporting on Company
- Legal, Financial Affairs, Accounting Services
- R&D and Design Center State Support Programs
- State/International Funds; Incentives, Support and Grants
- Competitive Industry Analysis
- Innovation and R&D
- Intelligence and Reporting on Individuals
- Investment in Innovative Entrepreneur, Start-Up, Technology
- Investment Projects, Facility, Real Estate, Land
- Market Entry (Company Establishment, Permissions)
- Product and Services Portfolio Opportunities
- Sector/Market Research and Reporting
- ...
Assessment of Company, Products, Services, and Solutions Portfolio

Development of the Most Suitable Business Development and Investment Choices

Evaluation and Decision Making on Strategic Choices

Devising the Road Map and Action Planning on the Strategic Choice

Provision of the Investment and Development That Would Provide The Company Breakthrough and Long-Term Gains

If You Would Like to Attract Investment and Strategic Business Development For Your Business In a More Robust, Critical, Long-Termed, Breakthrough Manner...
If You Would Like To Expand & Grow Your Business Across The Globe...

Novida Financial Efficiency, Business Development & Investment Solutions

Global Expansion and Market-Entry Solutions

- Investigating & Spotting Out The Right Market
- Analyzing Market Entry Conditions
- Exploiting State Support Mechanisms, Incentives, Grants
- Establishing Connections and Distribution Channels
- Market Entry Solutions Through Our Qualified Partners
Novida Value Chain, Policy, Strategy and Program Solutions

- Societal, Political, Industrial, Economic, etc. Analyses
  - Value Chain, Ecosystem Analyses
  - Market, Industry, Stakeholder Analyses
- Workshop, Target Groups, Field Studies and Researches
  - Policy and Framework Development

- Market-Oriented, Smart and Agile Strategies
- Export and Market-Entry Strategies and Business Models
- Business (Go-To-Market) Models
- Corporate and Business (SBU) Strategic Plans
- Alignment of Corporate and Business Strategic Plans
- Deployment and Realization of Strategies
- Alignment of Strategic Direction with Ecosystem/Market Realities, Organization, Operations and Culture

- Program Design
  - Establishment and Management of Program Management Office (PMO)
  - Program Coordination and Management
  - Realization of Program/Projects
If You Would Like to:

- Increase and Accelerate Return on Your Investments
- Align Strategic Direction with Market Realities
- Align Operations, Organization, Culture with Strategies
- Manage Your Business More Professionally
- Enhance Your Customer Experience
- Become More Fluid, Agile, Efficient and Productive
- Produce More Effective Business Results
- Become a Brand...
- Simply Increase Your Capacity by all means, and
- Achieve a Sustainable Growth...

In case the willingness and ambitions of an organization to grow and open up into new markets exceed its capacities and capabilities, the company might enter into a narrow pass in a couple of shakes.

A smart go-to-market strategy involves assessment and alignment of governance, direction, organization, operation, culture and resources.

A new strategy and direction and an alignment effort is a transformational effort ultimately.

We support your company align your business, capacity and capabilities with the go-to-market strategies and help your organization transform your business in an agile and effective manner.
Novida 5-Steps (5-S) Institutionalization/Branding Solutions

DETECTION
Novida Current Situation (AS IS) Analysis
- Understanding the Context
- Analysis of Data, Document, Report etc.
- Stakeholder Interviews
- Target Group Meetings
- Field Study
- Surveys and Assessments
- Data Analytics

DIAGNOSIS
Novida Assessment Studies
- Strategic Analyses
- Business (Go-to-Market) Model
- Value Chain Analysis
- Effectiveness of Business Solutions
- Stakeholder Experience
- Financial and Performance Analysis
- Novida Business/Organizational Alignment Analysis
- SWOT Analysis
- Risk Analysis

DESIGNING
Novida Future (TO BE) Design
- Dream2Live® Design Workshop
- Strategic Direction and Road Map
- Future (TO BE) Business Model
- Future (TO BE) Value Chain
- Future (TO BE) Governance/Organization
- Future (TO BE) Culture

DOCTORING
Organizational Alignment and Transformation Road Map
- Project/Action Planning
- Brand and Marketing
- Business Development Opportunities
- Strategic Direction
- Business (CTM) Model
- Governance
- Rhythm of Business
- Risk Management
- Organizational Structure
- Operational Exellence
- Stakeholder Experience
- Cultural Transformation
- Innovation Road Map

DISCIPLINED EXECUTION and SUSTAINABLE TRANSFORMATION
Novida Realization (GO LIVE)
Companionship
Advisory, Consulting and Other Solutions Required to Realize the Transformation
Novida Merger & Acquisition (M&A) Solutions

Due Diligence

Program Management Office (PMO)

Integration Planning

Transition Management

Organizational Integration

Cultural Integration

Market Integration

New Identity & Direction

Operational Integration
Are You Ready to Generate Things That Are Effective and Rewarded and Transform Your Dreams into Reality?

**Novida 5-Steps (5-S) Innovation Solutions**

- New and Effective Things
- Ideas That Are Rewarded
- Innovative Strategic Choices
- Smart Solutions to Challenges
- Exploiting Opportunities
- Different and New Concepts
- Readiness for Future
- ...

**Dream 2 Live® Design/Future**

- Design Thinking Principles
- Cognitive Power of Our Brain
- Creative Idea Generation Tools
- Concept Development Skills
- Smart Problem Solving Methodologies
- Innovative Thinking Techniques
- Power of Collective Thinking
- Pollination Environment

Competencies of Transformation and Program Management
1. **Seek**: Explore Possibilities and Opportunities to Build Bridge Between Today and the Future

2. **Seed**: Dream2Live® Design-Inno Workshop- Brain Game®, Question Collector®, Ideation Workshop, Panel

3. **Set the Stage**: Mature Up the Ideas and Concepts through Feasibility, Agile Plan, Future Road Map

4. **Stage**: Realize through Piloting, Prototyping, and Novida 4E® Transformation Model

5. **Systematize**: Make Innovation a Habit Working on Innovation Toning, Management System, Leadership, Culture, and Engagement
We live in an era where digitalization is unavoidable. Either to export and enter a new market, or to survive and grow in existing markets; a company must incorporate digital technologies into its offerings.

We support your Organization in getting ready for digital transformation with **Dream2 Digital®** by:

- Developing insight as to digital economy and industrial applications
- Developing novel digital solutions for your offerings
- Devising smart and agile Strategies and Business (Go-to-Market) Models
- Getting ready for digital transformation.
Novida 5-Steps (5-S) Digital Transformation Solutions

- Digital Transformation Design
- Digital Architecture/Solution Map
- Digitalization Excellence Center
- Integration with Business
- Solutions (ERP, CRM, SCM)
- Cultural Road Map
- Digital Transformation Readiness

- Business Model Design
- Value Chain Design
- Agile Digital Strategies
- Strategic Doing®
- Strategic/Digital Road Map

- Creative and Innovative Approaches
- Digital Solution Ideas
- Smart Solutions
- Concept Design

- Digital Inspiration
- Digital Application Examples
- Digital Solution Design

- Digital Ideas
- Agile Application
- Agil Application Examples

- World of Future
- Industry 4.0
- Digital Technologies
- Global/Industrial Examples

- Agile Leadership
- Agile Culture
- Digital Agility Culture
- Agile Leadership
- Agile Culture
Change has become a natural and indispensable part of our daily lives. Struggling for survival and sustainability, organizations need to continually renew and transform themselves.

Transformation on the other hand, is a wholistic effort. Any transformational initiative should not be taken independently from culture.

It is of utmost importance and necessity to well understand the behaviour, habit and psychology of people and teams.

Yet, it is people who lie in the core of successful transformation.

It is essential to win the minds and hearts of people, and to upgrade their skills in order to transition to the desired culture.

Novhow® Leadership and Cultural Transformation Solutions

Novhow® Leadership & Culture Program

- Designed with the Active Learning Approach
- Nurtured with Agility, Systems and Design Thinking Principles
- Synergy, Teaming, Innovation, Agility, Transformation-Centered
- Gaining Realizable New and Effective Tools and Methods
- Rapid, Agile, Realizable and Effective Programs
Novhow® Leadership and Cultural Transformation Solutions

Novhow® Leadership & Culture Customized Programs

- Designed with the Active Learning Approach
- Nurtured with Agility, Systems and Design Thinking Principles
- Synergy, Teaming, Innovation, Agility, Transformation-Centered
- Gaining Realizable New and Effective Tools and Methods
- Rapid, Agile, Realizable and Effective Customized Programs

High Performance Culture

Engagement Culture

Agile Culture

Design Culture

Quality Culture

Transition to New Culture

Coaching/Mentoring Culture

Diversity Culture

Teaming Culture

Expatriate Cultural Integration Program

Novhow® Leadership and Cultural Transformation Solutions...
Entrepreneur
Investor
Mentor
Start-Up
Intrapreneur
Scale-Up
and Other Stakeholders...

Increasing Their Awareness
Readying Them with Knowledge and Skills
Enabling Their Growth
Exploiting Their Potentials

Active Learning
Maturing by Doing
Growing Together
Ready2© Entrepreneur: An ‘Ignite’ Program That Would Develop Capacities and Enable Access to Finance for Entrepreneur, Investor and Mentorship Ecosystem

Ready2© Innovest: An Agile ‘Investor’ Program That Would Increase Awareness, Knowledge and Skills of Potential Investors on Digital World and Investment

Ready2© Innoentry: An Agile ‘Challenge’ Program That Would Increase Awareness, Knowledge and Skills on Entrepreneurship and Attracting Investment of Potential Entrepreneurs

Ready2© Intrapreneur: A ‘Sparkle’ Program Increase Awareness, Knowledge and Skills of Enterprises to Spot and Ignite the Entrepreneurial Sparkle Within!

Ready2© Start-Up: A Program Supporting Moving Towards the Break-Even Point Rapidly, Maturing Up The Product/Service to Attract Series A Investment, Organizing, Lean and Agile Management

Ready2© Scale-Up: A Program Designed to Support Attracting Next Level Investment and Growth Through Strategic Management, Market Development, Distribution Channels Development, and Effective Management
We Started Off With The Passion of ‘Illuminating’ The Way Forward and Becoming Your Companion in Realizing Your Inspirations of Growth!

Growth of People, Start-Ups, Businesses and Institutions, Hence Enhancement of Our World is Our Greatest Ideal!

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