



SUCCESS STORY | STARTUP MENTORING & MANAGEMENT CONSULTANCY

Client: Middle Global Industrial Company

Objective: To Define Strategic Business Model for Start-upping

Specific Case Point: Well-being & Food Industry Competitive Environment

Methodology: Project Mentoring & Consultancy

The primary objective of CINNAM's professional support was to facilitate the formulation of the Value Proposition of the START-UP, its Strategic Business Model, and Business Case through Project Mentoring and Consultancy activities.

Additionally, it aimed to develop Strategic Guidelines for the commercial launch and the creation of START-UP's integrated communication plan.

