

# HOW MANY GROWTH OPPORTUNITIES ARE YOU LOSING IF YOUR COMPANY DOES NOT INNOVATE ITSELF?



## DISCOVERING



A tool that gauges a **company's innovative ability to create unique solutions** to respond to market changes and increase its competitive advantage accurately, effectively and efficiently.

### 6 Areas of in-depth study

- Strategy
- Marketing
- Product or Service Innovation
- Digital Maturity
- Digital Transition
- Human Resources

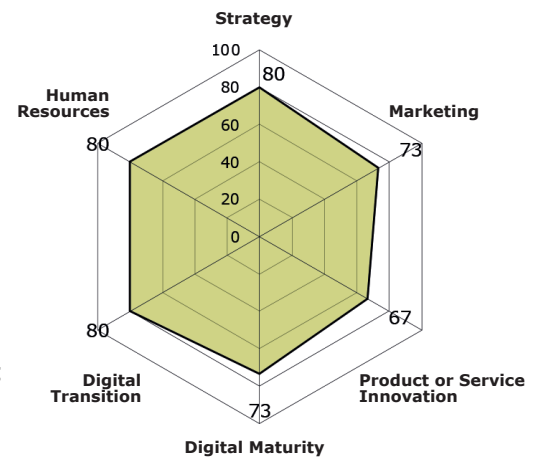
### Our Methodology

#### BY THE COMPANY:

- Self-Assessment by questionnaire

#### BY R&P:

- Qualitative Evaluation using the 6 parameters
- Quantitative Evaluation of the company's finances, assets and overall economic outlook



### The Client Report

- Final Report
- Quality score for each area
- Suggestions with immediately feasible actions

## THE DISTINCTIVE ELEMENTS OF OUR PROPOSAL

### Independent

Unlike any other metric available in the market, it stands-alone.

### Access to Funding

Through regional and national calls for proposals, grants and preferred lending programs.

### 100% online

All stages of analysis are managed online.

### Quick Response

Final report in 7 days from the first interview with the client.

## WHY CHOOSE US

**+ 22 years**

OF ACTIVITIES ON 5 CONTINENTS

**+ 1000 companies**

SUPPORTED WITH TAILOR-MADE PROJECTS

**+ 60 countries**

WHERE WE WORKED

**10 offices**

WORLDWIDE

**15 languages**

SPOKEN



# iRATE™

INNOVATION SCORING

Our Product features 4 main operational tools that support entrepreneurs in the decision-making process with **two main goals** in mind: **increasing company & brand value** and **leveraging the company's competitive advantage**.

## A SERVICE OF THE LINE OUR PRODUCTS

**Clear objectives. Defined results. Defined timeframes at a fixed, cost-by-service pricing structure.**

From the same service line:



Measures a company's readiness to embark on or **develop a successful internationalisation path**.



Identifies the **international markets of greatest interest**, best performing in terms of demand, growth trends and accessibility.



Assesses the level of **effectiveness of the company's digital communication** with regard to foreign markets.



For us, **Sustainable Business Development** means using a sustainable methodology to increase the competitiveness and value of the company in all relevant markets.

**We are a Group specialized in Internationalization, Business Management and Innovation.**

We work to increase the competitiveness of companies in domestic and international markets.



**INTERNATIONALIZATION**



**MANAGEMENT**



**INNOVATION**



**TRAINING & COACHING**



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