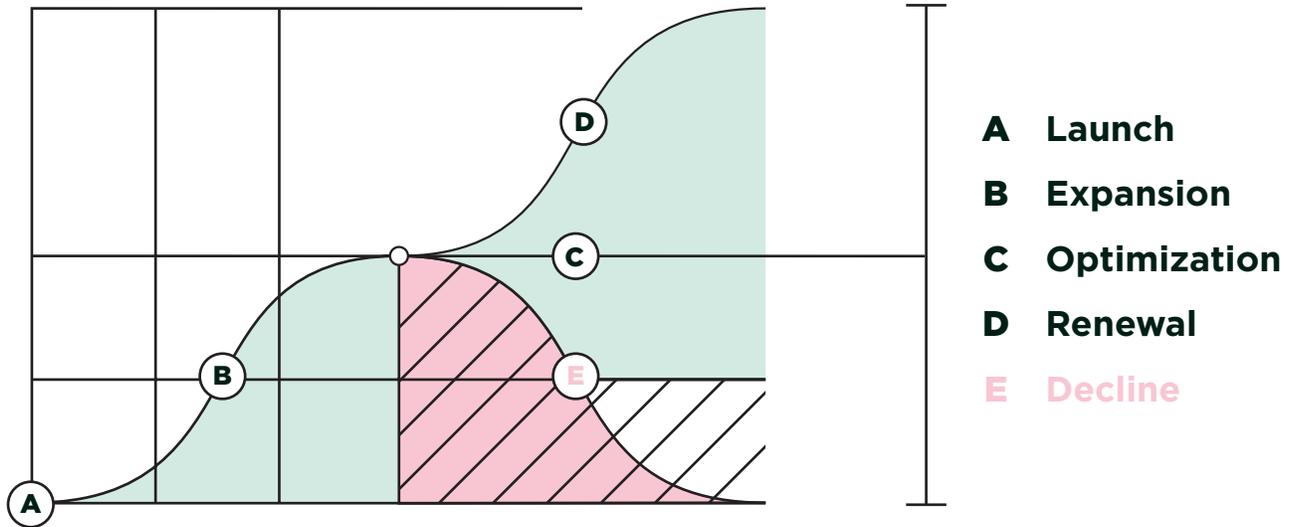


THE PHASES OF THE GROWTH LIFECYCLE OF ORGANIZATIONS

At Tulipe we understand that businesses face many different challenges at each phase of their growth lifecycle. We have helped clients answer fundamental questions and find solutions at each phase.



A. LAUNCH

We work closely with innovators and trailblazers to shape the vision and strategic direction of new initiatives to ensure they can quickly break ground; Tulipe gets involved early in the initial development process, providing answers that allow organizations to launch the right ideas at the right time under the right conditions.

Typical questions answered by Tulipe:

- How can my organization tackle emerging market opportunities?
- Do we have the right business model to succeed?



B. EXPANSION

We guide stakeholders that are or will be mandatory parts of successful initiatives. We thrive on the challenges of transforming ideas into commercialization success.

Tulipe works closely with teams to develop blueprints for growth that will be understood and embraced by all relevant stakeholders

Typical questions answered by Tulipe:

- How can we scale our business to the next level?
- What are the key success factors that will give us the right to win?



C. OPTIMIZATION

We help management teams to find new ways to maintain or accelerate the existing momentum without compromising the core business.

Tulipe sparks the development of new ideas inside the organisation by creating a safe and stimulating environment and infusing liminal thinking in the strategic reflection

Typical questions answered by Tulipe:

- How can we stimulate innovation while maintaining a focus on the existing core?
- Are there any ways to increase the profitability of the core business by leveraging our current strengths and expertise?



D. RENEWAL

We challenge corporate leaders in their search for new growth and embrace the principles of “constructive innovation” where existing assets , people and culture are a driving force behind the evolution of organisations.

Tulipe offers innovative, credible and unbiased views; our human centric approach ensures that all stakeholders perspectives are considered in exploring and leveraging opportunities that will take businesses to their next growth cycle.

Typical questions answered by Tulipe:

- As our core business matures , what will be or could be the new sources of growth leveraging our current assets, while minimizing our risks?
- What are the most promising investments and growth opportunities available to our business , the key success factors and rationale supporting the best ones?

