



**Startuppers, our two entities join forces to better help you, from your business idea, to the design of your products and services!!**

## Two partners who complement each other perfectly, at your service.

The mission of Neia: power up your ambition and boost your business model, to make a difference in your market.

The mission of Sequoia-studio: create value at every stage of the design of your products and services to boost your competitiveness.

## The vision that we share on value creation.

The first keys to success of startups are to set an initial clear positioning to offer products and services that meet a real demand of the market, a real need, to set up an effective and relevant business model and a strategy for success.

NEIA relies on strategic innovation to help you create value in every corner of the business model, to improve it, give it more force and meaning. And so, to make it more efficient, more sustainable and bankable. NEIA accompany you on your global positioning, your launch strategy, its management, and your business plan.

Sequoia-studio offers global design services to create value and meaning in the experience of your customers through your products and services. We help you identify the real needs of the market, to find the right positioning, the right product-answer and service, at the right time, and that it can be industrialized in a relevant budget.

## Distinct and complementary expertises to accompany you.

Together, we strengthen and make more reliable your approach to start a business. Both on the business part and strategy, as well as on the understanding of your customers, consumers, and the design of innovative products and services, truly tailored to your market.

**We bring you an outside eye, both global and specialized on your project, and we answer the fundamental questions that each startupper need to answer:**

Why this project?

For which mission and values?

Which business objective, and how to reach it?

For which profitability?

What product/service offering for which customer experience?

To whom selling, for what value, for how much, and how?

## Our expertise combines to support you in the success of your projects.

**Concrete support, made to guide you and help you move forward, in the right direction, at each step.**

