



**SYNTHETIXMIND**  
IT SOLUTIONS LTD  
Automate the ordinary. Focus on the extraordinary.

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# Business Services — Product Line Concept

Brand, Marketing & Revenue Strategy Services for SMEs

**Version: v1.0 — Datum: 27. March 2026**

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27. March 2026  
Paphos, Cyprus

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# 1 Executive Summary

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This document defines SYNTHETIXMIND's Business Services product line — a portfolio of specialist-led brand, marketing, and revenue strategy services designed for small and medium-sized enterprises (SMEs) across Europe, the Middle East, and Cyprus.

The Business Services line addresses a structural gap in the market: most SMEs need the strategic output of a senior marketing or revenue team, but cannot afford to hire one full-time, and cannot afford to wait 3–6 months for a traditional agency to deliver. SYNTHETIXMIND closes this gap by offering expert-led strategic deliverables — produced by experienced specialists supported by advanced automation tools — in a fraction of the time and at a fraction of the cost of traditional consultancies.

**Core Value Proposition:** Specialist-led strategy, delivered with the speed and consistency of a fully optimised research and production workflow. Not AI-generated outputs — expert thinking, expert-authored, expert-reviewed. Faster. More affordable. More actionable.

## **Target clients:**

- SMEs in Europe (Germany, Switzerland, Austria, UK, Netherlands) seeking brand clarity and digital growth
- Businesses launching in or expanding into Cyprus and the Eastern Mediterranean
- Startups and scale-ups preparing for funding rounds or market expansion
- Established businesses that have grown without a formal marketing or revenue strategy

**Service delivery:** All deliverables are produced as professionally formatted PDF reports, with source files (where applicable), a Notion workspace handoff, and presentation-ready slide decks on Premium tier.

## 2 Service Portfolio

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The Business Services portfolio is structured into five thematic bundles. Each bundle can be ordered as a Quick Start (1-2 services), a Core Package (full bundle), or a Premium Package (full bundle plus implementation support and revision rounds).

### 2.1 Bundle 1 — Brand Foundation

**Purpose:** Establish a complete, professional, and consistent brand identity that communicates credibility, builds recognition, and scales across every channel and market.

#### 2.1.1 Brand Identity

**What it is:** Brand Identity is the visual core of how a company is perceived — the logo system, symbol variants, typeface selection, colour palette, and the rules that govern their correct use. A strong brand identity is the difference between a business that looks established and one that looks improvised.

**What the client receives:**

- Primary logo + symbol-only variant + reversed/monochrome versions
- Typeface selection with usage hierarchy (heading / body / accent)
- Core colour palette with hex, RGB, and CMYK values
- Logo placement rules and minimum size guidelines
- File formats: SVG, PNG (transparent), PDF

**Why it matters:** Brand recognition is built through consistency. Without a defined identity system, every team member and every agency produces something different — eroding trust and professionalism with every inconsistent touchpoint.

#### 2.1.2 Corporate Identity

**What it is:** Corporate Identity extends the brand into every formal business document and communication tool — letterhead, business cards, email signatures, presentation templates, invoice templates, and document headers. It ensures that every external communication looks like it comes from the same professional organisation.

**What the client receives:**

- Letterhead template (A4, PDF + editable)
- Business card design (front + back, print-ready)

- Email signature template (HTML + plain text)
- Presentation deck template (10 master slides)
- Invoice / quote document template

### 2.1.3 Color Theme with Functional Color Strategy

**What it is:** A Functional Color Strategy goes beyond aesthetics — it assigns a specific strategic role to each colour in the palette, ensuring that colour communicates meaning consistently across every product, platform, and material. SYNTHETIXMIND’s proprietary 7-Role Functional Color System assigns roles including: Action (primary CTA colour), Anchor (primary brand anchor), Communicator (information and status), Support (secondary elements), Neutral (backgrounds and text), Feedback (success/warning/error states), and Fixer (borders and structure).

**What the client receives:**

- Full 7-role colour system with defined HEX, RGB, and CMYK values per role
- Usage rules per role (when to use, when not to use, contrast ratios)
- Dark mode and light mode variants
- Color accessibility report (WCAG AA compliance check)
- Figma/design token export (Premium tier)

### 2.1.4 Brand Guidelines

**What it is:** The Brand Guidelines document (brand book) is the complete reference for how the brand must be presented — bringing together logo rules, colour system, typography, imagery style, tone of voice, and application examples into a single authoritative document that every team member and external partner can follow.

**What the client receives:**

- 20–40 page professionally formatted brand book (PDF)
- Logo usage chapter (correct and incorrect usage examples)
- Colour chapter (full palette with roles and values)
- Typography chapter (fonts, hierarchy, sizing scales)
- Imagery and photography style guide
- Application examples (website, print, social media)
- Brand voice introduction (expanded in Bundle 4)

**Required client inputs for Bundle 1:**

- Company name, tagline (if existing)
- Industry and target market description
- 3–5 competitor websites or brands for reference
- Any existing logo or brand assets (or confirmation that none exist)
- 3–5 adjectives describing how the brand should feel
- Preferred colour direction (warm/cool/neutral) if any preference

## 2.2 Bundle 2 — Digital Growth

**Purpose:** Build a complete digital presence and growth strategy — from website architecture to search visibility to content — giving the business a clear, data-backed roadmap for digital customer acquisition.

### 2.2.1 Digital Marketing Strategy

**What it is:** A Digital Marketing Strategy is the master document defining which channels the business should invest in, how to allocate budget across them, what KPIs to track, and what the first 90 days of execution looks like. It prevents the most expensive mistake in marketing: spending money without a plan.

**What the client receives:**

- Channel audit and recommendation (which of: SEO, paid search, social, email, content, influencer applies)
- Budget allocation framework (percentage split by channel)
- 90-day execution roadmap with weekly milestones
- KPI dashboard template (what to measure and how)
- Competitive channel analysis (what competitors are doing and where the gaps are)

### 2.2.2 Website Concept

**What it is:** A Website Concept defines the complete structure, user experience architecture, content requirements, and technical foundation of a website — before a single line of code is written. It is the brief that a developer or agency needs to build the right thing the first time.

**What the client receives:**

- Sitemap (full page structure)
- User flow diagrams (primary visitor journeys)
- Page-by-page content architecture (what goes on each page, in what order, with what goal)
- Conversion point mapping (where and how visitors are converted to leads or customers)
- Technical requirements specification (hosting, CMS, performance, integrations)
- SEO foundation (URL structure, meta title framework, H1 hierarchy)

### 2.2.3 SEO & GEO Visibility Strategy

**What it is:** Traditional Search Engine Optimisation (SEO) optimises a website to rank in Google and Bing search results. Generative Engine Optimisation (GEO) optimises for a new and rapidly growing discovery channel: AI-powered platforms like ChatGPT, Google AI Overviews, Perplexity, and Gemini that generate direct answers to user questions. A business invisible to these platforms is invisible to a growing share of its potential customers.

**What the client receives:**

- Technical SEO audit (crawlability, speed, schema, sitemap)
- Keyword strategy (primary, secondary, and long-tail targets by page)
- GEO optimisation plan (llms.txt, structured data, citation building, answer-format content)
- Backlink gap analysis (where to build authority)
- 6-month SEO/GEO roadmap with priority actions

## **2.2.4 Content Strategy**

**What it is:** A Content Strategy defines what content the business should produce, on which platforms, in what formats, at what frequency, and with what goal — replacing the reactive “post something when we have time” approach with a deliberate, audience-building system.

**What the client receives:**

- Content pillar framework (3–5 core topics the brand owns)
- Editorial calendar template (12-week rolling plan)
- Content format guide (blog, video, social, email, lead magnet)
- Distribution and repurposing strategy (how one piece becomes five)
- Performance measurement framework (what success looks like per content type)

**Required client inputs for Bundle 2:**

- Website URL (current site, if exists)
- Target audience description (who are you trying to reach?)
- Top 3 business goals for the next 12 months
- Current marketing channels in use
- Monthly marketing budget range (approximate)
- Top 3–5 keywords or topics the business wants to be known for

## 2.3 Bundle 3 — Revenue Engine

**Purpose:** Design the complete architecture of how the business generates, qualifies, converts, and retains revenue — from first contact with a prospect to long-term customer loyalty.

### 2.3.1 Lead Generation Strategy

**What it is:** A Lead Generation Strategy defines exactly who the ideal customer is, where to find them, how to attract them, and what to offer them in exchange for their contact details. It is the top of the revenue funnel, and everything downstream depends on the quality of leads entering the system.

**What the client receives:**

- Ideal Customer Profile (ICP) definition (firmographics, psychographics, buying triggers)
- Channel strategy per ICP segment (which channels reach which audience)
- Lead magnet concepts (3–5 specific lead magnet ideas suited to the business)
- Lead capture architecture (landing pages, forms, CTA strategy)
- Lead nurture sequence outline (email flow from new lead to sales-ready)
- Lead scoring framework (how to prioritise leads by quality)

### 2.3.2 Sales Funnel Strategy

**What it is:** A Sales Funnel Strategy maps the complete buyer journey from first awareness to closed deal — defining what the business must do, say, and offer at each stage to move prospects forward. It covers the Top of Funnel (awareness and attraction), Middle of Funnel (consideration and evaluation), and Bottom of Funnel (decision and conversion).

**What the client receives:**

- Full funnel map (TOFU, MOFU, BOFU stages with actions per stage)
- Conversion trigger definition per funnel stage
- Objection handling framework (top 5 objections and responses)
- Proposal and offer structure recommendations
- Funnel analytics setup guide (what to measure at each stage)
- A/B testing priority list (where to test first for maximum impact)

### 2.3.3 Customer Success Strategy

**What it is:** Customer Success is the practice of ensuring that customers achieve their desired outcomes with the product or service — reducing churn, increasing lifetime value, and generating referrals. Most businesses invest heavily in acquisition and almost nothing in retention, despite retention being 5–7x cheaper.

**What the client receives:**

- Customer onboarding flow design (first 30/60/90 days post-purchase)

- Success milestone framework (what does customer success look like at each stage?)
- Net Promoter Score (NPS) implementation guide
- Churn risk indicator definition (early warning signals)
- Retention intervention playbook (what to do when a customer is at risk)
- Referral and advocacy programme structure

### **2.3.4 CRM & Automation Setup Blueprint**

**What it is:** A CRM (Customer Relationship Management) & Automation Blueprint defines which tools the business should use to manage customer relationships, which workflows should be automated, and how every system connects. It is the operational backbone of a scalable revenue function.

**What the client receives:**

- CRM tool recommendation with justification (based on business size, budget, and complexity)
- Pipeline design (stages, fields, required data, exit criteria per stage)
- Automation trigger map (which actions trigger which automations)
- Integration architecture (how CRM connects to email, website, calendar, invoicing)
- Implementation priority roadmap (Phase 1 / Phase 2 / Phase 3)

**Required client inputs for Bundle 3:**

- Current sales process description (how do you currently get and close customers?)
- Average deal size and sales cycle length
- Current CRM or contact management tool (if any)
- Number of sales-active team members
- Top 3 reasons customers have churned or not bought
- Target revenue for next 12 months

## 2.4 Bundle 4 — Quality & Operations

**Purpose:** Build the operational infrastructure that ensures consistent quality, clear communication standards, and scalable processes — so the business can grow without losing the standards that built its reputation.

### 2.4.1 Quality Assurance Framework

**What it is:** A Quality Assurance (QA) Framework defines the checkpoints, standards, and review processes that ensure every deliverable, product, or service the business produces meets a defined quality bar. Without a QA framework, quality is a function of individual effort on any given day — inconsistent by definition.

**What the client receives:**

- Quality standard definition per business function (product, marketing, customer service, operations)
- QA checkpoint map (where in the workflow quality is checked, by whom, and how)
- Quality KPI dashboard (what to measure and at what frequency)
- Error categorisation system (severity levels and escalation paths)
- Quarterly QA review template

### 2.4.2 Brand Voice & Tone Guide

**What it is:** A Brand Voice & Tone Guide defines how the brand communicates in words — its personality, its language rules, its vocabulary, and how its tone shifts across different contexts (formal proposal vs. social media vs. customer service). It is the written equivalent of the visual brand guidelines.

**What the client receives:**

- Brand personality spectrum definition (3-5 core character traits)
- Voice do's and don'ts (with examples for each)
- Tone shift guide (how language changes across: website, email, social, proposals, support)
- Vocabulary list (words the brand uses, words it avoids)
- Example rewrites (before/after for 5 real content pieces)
- Style guide summary (grammar rules, formatting preferences, number/date conventions)

### 2.4.3 Process Automation Mapping

**What it is:** Process Automation Mapping identifies which repetitive, time-consuming business workflows can be automated, which tools are best suited, and what the return on investment of each automation would be. It turns operational inefficiency into a prioritised automation roadmap.

**What the client receives:**

- Process inventory (list of all key business processes)
- Automation opportunity assessment (automation potential + effort + impact per process)
- Tool recommendation per automation (n8n, Zapier, Make, custom — with justification)
- ROI estimate per automation (time saved per week, annualised value)
- Implementation sequence (which automations to build first and why)

#### **2.4.4 Competitor Intelligence Report**

**What it is:** A Competitor Intelligence Report provides a structured, data-backed analysis of the top 5 competitors in the client's market — covering their positioning, pricing, digital presence, strengths, weaknesses, and the white space opportunities they are failing to capture.

**What the client receives:**

- Top 5 competitor profiles (positioning, pricing, key messages, digital performance)
- Strengths, Weaknesses, Opportunities, Threats (SWOT) per competitor
- Positioning matrix (visual map of where each competitor sits in the market)
- White space analysis (uncontested opportunities visible in the competitive landscape)
- Strategic recommendations (where the client should position to win)

**Required client inputs for Bundle 4:**

- Company website and social media profiles
- Top 3-5 known competitors
- Current quality issues or customer complaints (if any)
- Sample of existing written communications (email, proposal, website copy)
- Current tools and software in use (for automation mapping)

## 2.5 Bundle 5 — Market Launch

**Purpose:** Prepare the complete strategic and communications package for a market launch, product launch, fundraising round, or market expansion — ensuring the business enters the market with clarity, credibility, and momentum.

### 2.5.1 Go-to-Market Strategy

**What it is:** A Go-to-Market (GTM) Strategy is the complete plan for how a product, service, or business enters a market — defining the target audience, the messaging, the launch channels, the pricing strategy, and the 30/60/90-day execution plan. It is the document that answers: “How do we launch this, and what do we do in the first three months?”

**What the client receives:**

- Market segmentation and ICP definition
- Positioning statement and core message framework
- Channel launch sequence and timeline
- Pricing strategy and competitive positioning
- 30/60/90-day launch plan with weekly milestones
- Launch KPI dashboard

### 2.5.2 Investor Pitch Deck Concept

**What it is:** An Investor Pitch Deck Concept defines the complete structure, narrative, and data architecture of a fundraising presentation — before the design begins. It ensures that the story the founders want to tell is the story investors need to hear, structured in the sequence that maximises funding outcomes.

**What the client receives:**

- Slide-by-slide structure (problem, solution, market, product, traction, team, financials, ask)
- Narrative arc definition (the story that connects all slides)
- Data requirements per slide (what numbers, charts, and evidence are needed)
- Investor objection pre-emption map (which slides address which investor concerns)
- Design brief (visual direction for the designer who will execute the deck)

### 2.5.3 Market Entry Analysis

**What it is:** A Market Entry Analysis provides the strategic intelligence needed to enter a new market with confidence — covering market size (Total Addressable Market, Serviceable Addressable Market, Serviceable Obtainable Market), regulatory landscape, competitive environment, partnership opportunities, and risk assessment.

**What the client receives:**

- TAM/SAM/SOM sizing with methodology and data sources

- Regulatory and licensing overview for the target market
- Competitive landscape summary (top 5 players, positioning)
- Entry mode recommendation (direct, partnership, distributor, digital-first)
- Risk matrix with mitigation strategies
- Recommended first 3 actions to begin market entry

#### **2.5.4 PR & Communications Strategy**

**What it is:** A PR & Communications Strategy defines how the business manages its public narrative — which media to target, what stories to tell, how to brief journalists, how to handle a communications crisis, and how to build authority through earned media over time.

**What the client receives:**

- Media target list (publications, journalists, and platforms relevant to the industry)
- Story angle framework (5–7 PR story angles the business can pitch)
- Press release template (ready to adapt for announcements)
- Spokesperson briefing guide (what to say, what not to say, how to handle difficult questions)
- Crisis communications protocol (first 24-hour response framework)
- 6-month PR calendar (key moments and publication targets)

**Required client inputs for Bundle 5:**

- Product/service being launched and target market
- Fundraising target (if applicable)
- Market entry geography
- Key milestones or announcements planned in the next 6 months
- Existing PR mentions or media coverage (if any)
- Key executives who will serve as public spokespeople

## 3 Pricing Structure

### 3.1 Bundle Pricing Overview

Bundle	Quick Start	Core Package	Premium Package
Bundle 1 — Brand Foundation	EUR 499	EUR 1,999	EUR 3,999
Bundle 2 — Digital Growth	EUR 599	EUR 2,299	EUR 4,499
Bundle 3 — Revenue Engine	EUR 599	EUR 2,499	EUR 4,999
Bundle 4 — Quality & Operations	EUR 399	EUR 1,499	EUR 2,999
Bundle 5 — Market Launch	EUR 699	EUR 2,499	EUR 5,499
All 5 Bundles — Full Package	—	EUR 8,999	EUR 16,999

### 3.2 Tier Definitions

#### 3.2.1 Quick Start

**1-2 services from the bundle. Delivery: 5-7 business days.**

Ideal for businesses that need a single specific deliverable immediately — a brand identity for a website launch, a sales funnel map before a product launch, or a competitor intelligence report before a board meeting. Quick Start orders are scoped to the specific service only; no cross-service integration or bundle cohesion work is included.

#### 3.2.2 Core Package

**Full bundle (all 4 services). Delivery: 10-14 business days.**

The recommended entry point for most clients. Delivers the complete bundle with all four services integrated into a cohesive strategy set. Includes one round of minor revisions per service (factual corrections, scope adjustments). Final deliverables are professionally formatted PDF reports with a Notion workspace handoff.

### 3.2.3 Premium Package

**Full bundle + 2 revision rounds + implementation support session + presentation deck. Delivery: 14-21 business days.**

For clients who need not just the strategy but support implementing it. Includes a 90-minute implementation kickoff call with the lead specialist, two full revision rounds per service, all source files in editable format, and a 15-slide executive presentation deck summarising the key outputs for leadership or investor presentations.

## 3.3 Individual Service Pricing (a la carte)

Service	Price
Brand Identity	EUR 299
Corporate Identity	EUR 249
Color Theme with Functional Color Strategy	EUR 199
Brand Guidelines (full brand book)	EUR 799
Digital Marketing Strategy	EUR 699
Website Concept	EUR 599
SEO & GEO Visibility Strategy	EUR 599
Content Strategy	EUR 499
Lead Generation Strategy	EUR 699
Sales Funnel Strategy	EUR 599
Customer Success Strategy	EUR 599
CRM & Automation Setup Blueprint	EUR 499

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Quality Assurance Framework	EUR 399
Brand Voice & Tone Guide	EUR 349
Process Automation Mapping	EUR 499
Competitor Intelligence Report	EUR 699
Go-to-Market Strategy	EUR 799
Investor Pitch Deck Concept	EUR 699
Market Entry Analysis	EUR 799
PR & Communications Strategy	EUR 499

**Volume discount:** Clients ordering 5 or more individual services in a single order receive 15% off the combined price. Clients ordering an entire bundle save 25-35% compared to individual service pricing.

## 4 Required Client Information

### 4.1 Universal Requirements (All Services)

The following information is required for every engagement regardless of service or bundle:

Information Required	Format / Notes
Company name and legal entity	As registered
Website URL	Current live website, or 'none'
Industry and sector	Primary industry + any sub-specialisation
Target market	Geography + customer type (B2B/B2C/both)
Top 3 competitors	Company names + websites
Primary business goal for next 12 months	Single sentence
Budget range (approximate)	EUR range
Delivery language	English, German, Greek, or other
Deadline or target delivery date	Hard deadline or preferred window
Primary contact person	Name, email, phone

### 4.2 Per-Bundle Specific Requirements

#### 4.2.1 Bundle 1 — Brand Foundation

Specific Requirement	Detail
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Existing logo or brand assets	Files or confirmation none exist
Brand personality adjectives (3-5)	e.g. trustworthy, bold, modern
Preferred colour direction	Warm / cool / neutral / no preference
Target audience description	Who should the brand speak to?
Brand reference examples	3-5 brands you admire (any industry)
Brand anti-examples	2-3 styles/brands to avoid

#### 4.2.2 Bundle 2 — Digital Growth

Specific Requirement	Detail
Current marketing channels active	List all active channels
Monthly marketing budget range	Approximate EUR figure
Top 5 target keywords (if known)	Or topic areas the business wants to rank for
Existing content library	Blog posts, videos, social content — any?
Google Analytics / Search Console access	Share read access if available
Current website performance issues	Speed, rankings, conversion — any known issues?

#### 4.2.3 Bundle 3 — Revenue Engine

Specific Requirement	Detail
Current sales process description	How do you currently acquire and close customers?
Average deal size (EUR)	Approximate figure
Average sales cycle length	Days / weeks

Current CRM tool	Name of tool or 'none'
Top 3 reasons deals are lost	Honest assessment
Target revenue next 12 months (EUR)	Approximate figure

#### 4.2.4 Bundle 4 — Quality & Operations

Specific Requirement	Detail
Sample of existing written communications	2-3 emails, proposals, or web copy examples
Current tools and software stack	Complete list of tools in use
Known quality issues or recurring complaints	Internal or from customers
Team size and structure	Number of people and main roles
Current documented processes (if any)	SOPs, checklists, or workflow docs

#### 4.2.5 Bundle 5 — Market Launch

Specific Requirement	Detail
Product or service being launched	Full description
Target launch market	Country / region / platform
Target launch date	Hard date or window
Fundraising target (if applicable)	Amount + round stage
Existing PR coverage or media mentions	Links or confirmation none exist
Key spokesperson(s) name and title	Who will represent the company publicly?

# 5 Delivery Process

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## 5.1 The Four-Stage Delivery Model

### 5.1.1 Stage 1 — Brief Intake (Day 1-2)

After order confirmation, the client completes the Brief Intake Form — a structured questionnaire covering all universal and bundle-specific requirements listed in Section 4. A dedicated specialist reviews the brief within 24 hours and schedules a 30-minute Brief Alignment Call to clarify any ambiguities and confirm scope.

Deliverable at Stage 1: Confirmed scope document (1 page) + project timeline.

### 5.1.2 Stage 2 — Research & Specialist Analysis (Day 2-8)

The assigned specialist team conducts the research, analysis, and drafting phase. For all services, this includes: primary research (client-provided materials), secondary research (market data, competitor analysis, industry benchmarks), and specialist synthesis (expert interpretation and strategic framing). This stage is invisible to the client — no check-ins, no drafts shared — until the full first draft is ready.

Deliverable at Stage 2: None (internal phase).

### 5.1.3 Stage 3 — Delivery (Day 8-14)

The complete deliverable set is submitted to the client. For Core and Premium tiers, this includes all services in the bundle as an integrated deliverable set, professionally formatted and cross-referenced. Clients receive:

- PDF report(s) (final formatted)
- Notion workspace with all content in structured, navigable format
- Source files where applicable (Premium tier)
- Presentation deck (Premium tier)

### 5.1.4 Stage 4 — Revision & Sign-off (Day 14-21)

Quick Start: one round of factual corrections only. Core: one round of minor revisions (scope adjustments, factual corrections, additional context requests). Premium: two full revision rounds within scope.

All revisions are submitted via a structured feedback form. Out-of-scope change requests are quoted separately.

## 5.2 Standard Delivery Timeline

Bundle	Quick Start	Core	Premium
Brand Foundation	5-7 days	10-14 days	14-21 days
Digital Growth	5-7 days	12-14 days	16-21 days
Revenue Engine	5-7 days	12-14 days	16-21 days
Quality & Operations	5-7 days	10-12 days	14-18 days
Market Launch	7-10 days	14-18 days	18-25 days
Full Package (All 5)	—	25-35 days	35-50 days

# 6 Why SYNTHETIXMIND Business Services

## 6.1 Comparison: Traditional Agency vs DIY vs SYNTHETIXMIND

Dimension	Traditional Agency	DIY	SYNTHETIXMIND
Delivery time	4-12 weeks	Weeks to never	5-21 days
Cost (full strategy set)	EUR 15,000-80,000	Time cost only	EUR 1,499-16,999
Quality & expertise	High (senior team)	Variable	High (specialist-led)
Data-backed decisions	Sometimes	Rarely	Always
Language support	Usually English only	Your language	8 languages
Revision flexibility	Limited & expensive	Unlimited (time cost)	Structured & included
Speed to market	Slow	Variable	Fast
Implementation support	Additional cost	None	Included (Premium)
Ongoing relationship	Retainer required	None	Optional retainer

## 6.2 Four Reasons Clients Choose SYNTHETIXMIND

**1. Specialist-led, not generalist-assembled:** Every service is owned by a specialist with deep expertise in that domain. A Digital Marketing Strategy is written by a marketing specialist — not a project manager following a template. A Competitor Intelligence Report is researched and interpreted by a competitive intelligence professional — not an intern with a spreadsheet.

**2. Speed without compromise:** Traditional agencies move slowly because they are managing dozens of concurrent clients through manual processes. SYNTHETIXMIND's production workflow is built on a foundation of advanced research and production tools that eliminate the low-value steps without eliminating the expert thinking. The result: consulting-quality deliverables in a fraction of the time.

**3. Eight languages, one standard:** Clients across Europe, the Middle East, and the Eastern Mediterranean can receive all deliverables in English, German, Greek, Russian, French, Italian, Arabic, or Mandarin Chinese. The quality standard does not change by language.

**4. Strategy that can be executed:** Every deliverable is designed to be acted upon — not filed. Recommendations are prioritised, sequenced, and formatted so that the client's team (or a chosen implementation partner) can begin executing the day the report arrives.

## 7 Author Notes

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### 7.1 Marco Valenti — Chief Marketing Officer

Every brand and marketing strategy I have written for a client has started with the same question: “What does this business look like in the mind of the person who has never heard of it?” The answer to that question — in five seconds, from a logo, a website header, a single email — is what brand and marketing strategy is actually about.

Most SMEs have never had a proper answer to that question. Not because they haven’t thought about it, but because the tools available to them — generic freelancers, expensive agencies, template platforms — have never given them what they actually need: a clear, expert-built, context-specific answer that they can execute tomorrow.

That is what Business Services is designed to deliver. Not brand theory. Not marketing philosophy. Practical, professional, executable strategy — built by specialists who understand both the discipline and the specific context of the client’s market.

Every service in this portfolio has been designed to produce a deliverable the client can use the day it arrives. That is the only standard that matters.

### 7.2 Viktor Da Silva — Chief Revenue Officer

The single most expensive mistake a business makes is investing in execution before it has a strategy. A sales team without a sales funnel strategy. A marketing budget without a lead generation strategy. A product launch without a go-to-market strategy. I have seen this pattern in every market and every industry — and the cost is always the same: wasted money, wasted time, and a team that works hard but cannot understand why the results don’t follow.

Business Services exists to eliminate that mistake. Before a euro is spent on ads, before a developer writes a line of code, before a salesperson makes a call — the strategy must exist. The audience must be defined. The funnel must be mapped. The positioning must be clear.

The good news is that this does not have to take months or cost a fortune. With the right specialists, the right research tools, and the right production workflow, a complete, expert-quality strategy can be delivered in days. That is what we have built here.

Every service in this portfolio is priced to be accessible to the SMEs that need it most — the businesses that are growing fast enough to need senior strategic thinking but not yet large enough to afford a full-time CMO or CRO. That gap is where SYNTHETIXMIND Business Services operates. And it is a large gap.



**SYNTHETIXMIND IT SOLUTIONS LTD**

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Prepared: 27. March 2026

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