IXL CENTER

2 · BREAKTHROUGH RESULTS
Deliver new growth · Pursuit

Growth and New Business Consulting

Strategy consulting for growth through innovation.

Senior strategists from Arthur D. Little, Monitor Group and IXL Center, powered by AI. We help leadership teams decide where to grow, build the new businesses and set up the system to keep doing it.

1 Is this your issue?

You need new growth, and your organization is built to run today's business.

New businesses stall
Concepts never reach customers, partners or launch.

New markets are hard to enter
You don't know the partners, rules or buyers abroad.

Consultants leave, capability leaves
Reports stay on the shelf when the team goes home.

Public programs underdeliver
National innovation programs need design and evaluation.

QUESTIONS LEADERS ASK US

- ? Which platforms should we build?
- ? How do we take a concept to customers?
- ? How do we enter the U.S. market?
- ? How do we integrate innovation after a merger?
- ? How do we design a national innovation program?
- ? How do we keep the capability in-house?

If you answered yes to any of these, read on.



OCP Nutricrops leaders in Boston

2 Is there a solution?

Yes: senior consultants who build the business with you, and leave the capability behind.

Growth and New Business Consulting

Hire us as consultants, run one of our programs, or combine both.

Every engagement leaves your people able to repeat the work.

1. **Build new businesses**
   Business cases, pilots, partners and launch.
2. **Enter new markets**
   Validate, find partners and plan go-to-market.
3. **Design your innovation system**
   Governance, pipeline, metrics and roles.

FROM FIRST CONVERSATION TO LASTING CAPABILITY

1
Diagnose
Audit, interviews and an AI scan

2
Design
Strategy, growth areas and bets

3
Deliver
Joint teams take concepts to customers

4
Embed
Governance, metrics and certification

WHAT YOU RECEIVE

STRATEGY
Where to grow
Platforms and bets that close the gap.

NEW BUSINESS
Concepts in market
Pilots, partners and launch.

SYSTEM
Capability that stays
Governance, metrics, training and certification.





3 Why us?

Senior strategists from Arthur D. Little and Monitor Group, with our own AI platforms.

300+
engagements

30+
countries

US$2B
Braskem green biopolymers platform

50+
companies taken to the U.S. market

RESULTS

BRASKEM · BRAZIL

About US$2B

Integrated six merged companies' innovation practices and built a green biopolymers platform.

OCP NUTRICROPS · MOROCCO

The future of farming

A growth strategy for the shift to agri-solutions.

DUBAI RTA · UAE

Level 1 to Level 4

An innovation system certified in eight months.

MINCIENCIAS · COLOMBIA

US$200M+ in new orders

A national program across 14 departments.

IN THEIR WORDS

> "IXL Center's simple diverge-converge process, coaching and facilitation has enabled us to drive bigger and faster results across all of our businesses."
>
> MICHAEL WARSAW, VP GLOBAL INNOVATION & DESIGN, JOHNSON CONTROLS

WHY IXL

PROVEN METHOD

The GIMI framework

Used to certify people and organizations in 100+ countries, and aligned with ISO 56001.

SENIOR TEAM

Leaders who have done it

Strategists from Arthur D. Little, Monitor Group and IXL Center.

AI-POWERED

AKAIO and ConnectLoop

Our own AI platforms for strategy at scale and AI agents in daily work.

CLIENTS INCLUDE

Braskem · OCP Nutricrops · Dubai RTA · MinCiencias · World Bank · Johnson Controls · Verizon · Sanofi · Emirates NBD

4 Contact us

Bring us one challenge. We will show you how we would work it.

STEP 1
Talk with us
Share the challenge.

STEP 2
Diagnose
Audit, interviews and an AI scan.

STEP 3
Build together
Joint teams from design to delivery.

Discuss a challenge

Tell us the challenge on your desk. We will show you where to start.

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> “Business innovation is the creation and capture of new value. Without capture it is an invention, not an innovation.”
>
> IXL POINT OF VIEW