



APENSER

BUSINESS



+55 19 983539911 | mayconldc@apenser.com | www.apenser.com

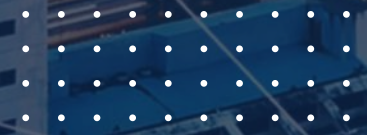




APENSER

BUSINESS

APENSER Business structures strategic decisions before execution.
We help companies define if, where, and how to act, with criteria and control.
We reduce risks so that growth is sustainable.



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"We structure strategic decisions before
execution destroys value."



WE SEEK FOR OUR CLIENTS

sustainable decisions, connecting strategy, criteria and governance to enable real opportunities with control and predictability.

ABOUT

APENSER Business is a strategic decision architecture firm, specializing in supporting CEOs and decision-makers in defining when, where, and how to act before resources are irreversibly committed.

We work before execution, structuring critical market, expansion, repositioning, and viability decisions through objective criteria, market intelligence, and decision governance. Our focus is not on accelerating operations, but on reducing the risk of wrong decisions and creating sufficient clarity to sustain growth with control.

APENSER operates on three integrated fronts: strategic decision-making (Go/No-Go), commercial control and predictability, and selective viability of complex businesses.

Completed Projects

87

Global Partnerships

+2 mil

Managed Budget

US\$ 120M





APENSER Business Market Access

GTM - Architecture and Go/No-Go



Decision Architecture:

- We act before execution and irreversibility. We deliver clarity at the moment of strategic doubt, allowing the decision-maker to move forward with judgment and security where others would see uncertainty.

Go/No-Go Rigor:

- We validate the real viability of markets, products, or expansions. Our focus is on accurate diagnosis to avoid wasting capital on theses that are not structurally sustainable.

Strategic Risk Mitigation:

- We reduce exposure to error through a neutral and senior perspective. We apply the rigor of global consultancies to ensure that the company's next step is taken with governance and predictability.

Viability and Positioning:

- We define the correct strategic path and map out the necessary connections. We combine market intelligence and global networking to transform the business thesis into a viable opportunity.



APENSER Business Sales Control

Product focused on demand generation and qualification - Marketing and Sales:



Unified Governance (Marketing & Sales):

- Structuring strategic alignment between marketing and sales fronts under a single management criterion. We eliminate operational silos to ensure that the entire revenue machine speaks the same language and follows the same rigor.

Technological Control and Integration:

- Architecture and integration of digital ecosystems (CRM and automation). We guarantee data integrity and information flow between channels, transforming technology into a real control tool.

Sales Funnel Architecture:

- Modeling of sales processes based on decision milestones and clear SLAs. We design the customer journey focusing on predictability, ensuring that each stage of the funnel is auditable and geared towards high-quality conversion.

Metrics Management and Predictability:

- Definition of critical KPIs and executive dashboards to support decision-making. We deliver clarity on customer acquisition cost (CAC), funnel velocity, and success rates, allowing for course corrections based on data, not assumptions.





APENSER Business Development

Selective product for business development and feasibility:



Strategic Thesis Modeling:

- Technical structuring of complex projects through high-impact executive narratives and one-pagers.

Access to Strategic Ecosystems:

- Qualified connection with technology holders, capital, and scaling partners. We use our global network to identify and bring together the right players to make the thesis viable, mitigating the risk of misaligned partnerships.

Institutional Articulation and Intelligence:

- We act in guiding the narrative and aligning interests between the parties, ensuring that the opportunity is articulated with the rigor and sobriety that the C-Level demands.

Negotiation and Feasibility Support:

- Consultative support until the closing of definitive milestones (NDA, MoU, or Term Sheet). We offer the necessary intellectual support during the negotiation process, ensuring that decisions are made with clarity and legal/strategic security.





OUR DIFFERENCE

At APENSER, we focus on strategic architecture before execution and irreversibility. We deliver clarity and sound judgment for structural decisions, combining commercial governance with global connections to enable predictable business outcomes.



Global Networking and Market Access

We don't just deliver contacts, we deliver viability. Through a solid network in Brazil and abroad (USA), we connect your project to strategic partners, technology, and capital. Our Business Development work ensures you reach the right players with the right thesis.



Decision Architecture (Customization)

Exclusive CEO-level service. At APENSER, each business is treated as a unique architecture. We act before execution and irreversibility, designing Go/No-Go scenarios so that the leader can make informed decisions and reduce wasted resources.



Integrated Governance and Support

Combinamos inteligência estratégica com controle comercial. Nosso suporte integra Acesso ao Mercado (onde operar) com Controle de Vendas (como controlar), garantindo que a estratégia não se perca nas operações. Oferecemos uma estrutura externa de tomada de decisões.



Risk and Success Alignment

Our focus is not just on performance, but on risk mitigation. We operate with a Success Fee model that makes us partners in your real results. We deliver clarity so that growth is sustainable and predictable, basing our compensation on the value generated.

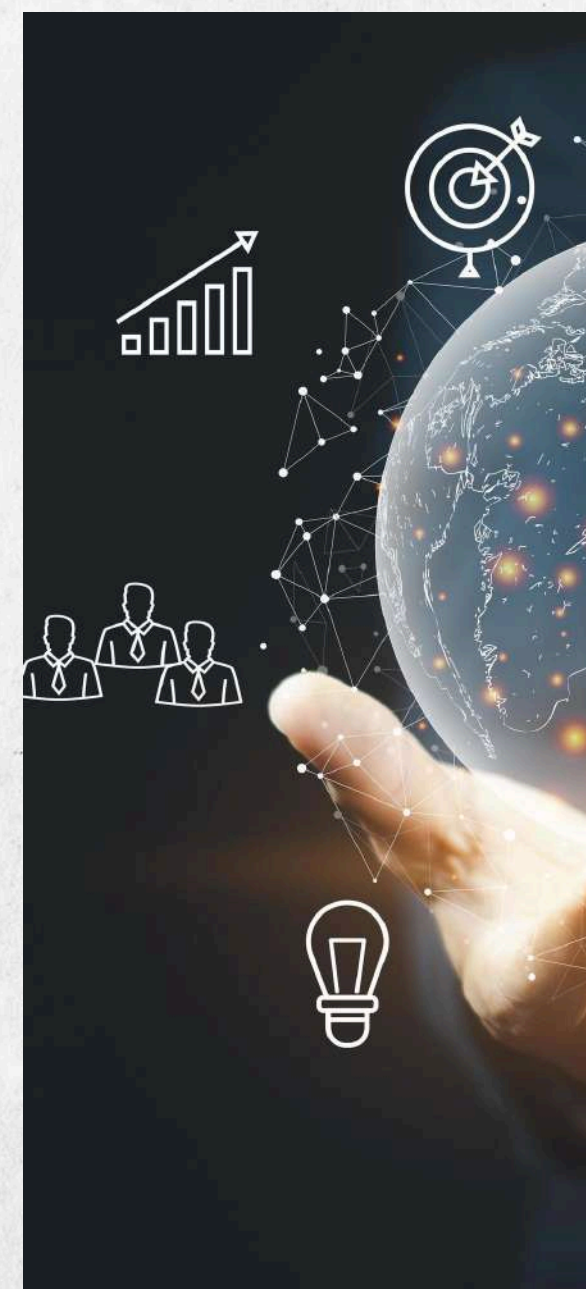


SOME COMPANIES WE WORK WITH





We have worked on various projects over the last 15 years and have brokered many deals in a wide variety of market niches.





Some Projects:

APENSER Group is proud to have contributed to the success of several strategic projects, offering brokerage, market projection, and representation solutions. We highlight some of the main results achieved:



Business Intermediation: Lightweight Concrete for Civil Engineering:

Development and launch of an innovative concrete based on vermiculite, an abrasive, lightweight material with noise reduction.

Today, the product has already been adopted by several brands in the construction industry, revolutionizing the sector with its environmental impact and quality.

In Brazil, it is still difficult to see the application of this technology frequently, but in Europe, it is already common.





Lançamentos imobiliários:

Planejamento e execução de diversos lançamentos imobiliários com VGV (Valor Geral de Vendas) superior a meio bilhão de reais, incluindo imóveis de alto padrão, condomínios náuticos e unidades do programa Minha Casa Minha Vida.

Somos responsáveis pela projeção de mercado, posicionamento e toda a estratégia de marketing e vendas com foco em segmentação e diferenciação para maximizar resultados.





Creation and Formation of an International Business Group:

Structuring and Expansion:

We started with a single CNPJ (Brazilian company registration number) and expanded to 5 companies, including a unit in the United States.

International Trade Operations:

Implementation of product export and import, creating a robust operation between Brazil, China, and the USA.

Automated E-commerce:

Development of a fully automated sales and after-sales ecosystem, optimizing business management and scalability.





Intermediation of a New Sustainable Fuel in progress (Bioeconomy):

Global Impact:

Currently, renewable fuel consumption represents 12% of global consumption, with projections to reach 35% in the coming years.

Patent and Projections: Product with granted patent and large-scale negotiations underway in several countries and continents.

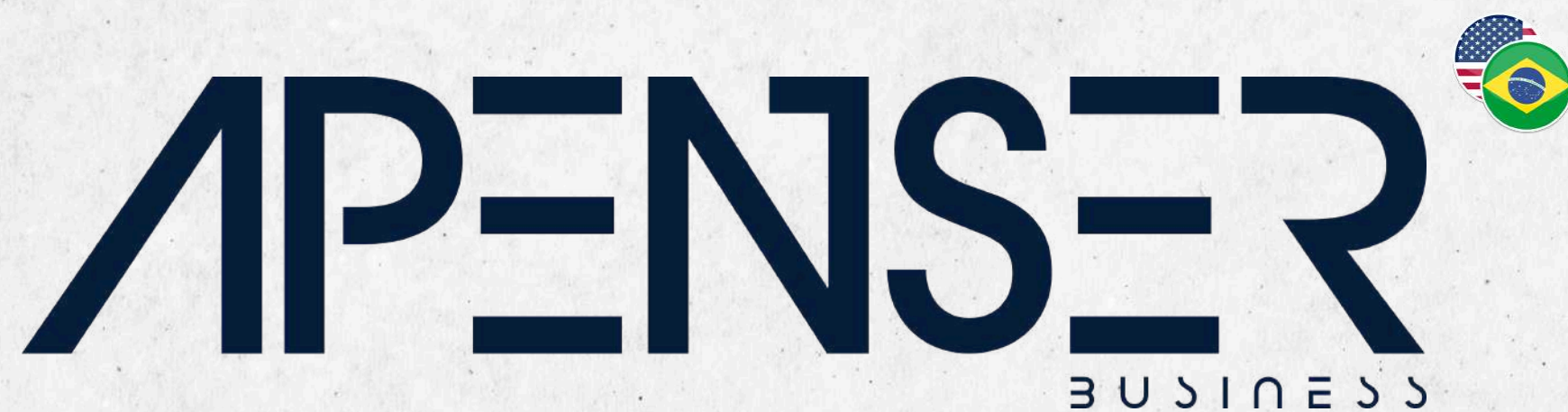
Expansion and Partnerships: Strategic connections and continuous expansion, focusing on global partnerships to accelerate adoption and growth in the international market.





**Ready to boost your
business?**





Contact:

-  +55 19 983539911
-  www.apenser.com
-  mayconldc@apenser.com

QrCode
Whatsapp:





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