



Public Sector

Business Proposal

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JANZEN CONSULTING

Strategy & Digital Advisory

# Unique Value Proposition

Our proposal provides a fresh perspective for sovereign wealth funds and departments of economic development on how to promote entrepreneurship and attract businesses through a venture studio, ultimately leading to an increase in the region's GDP from international private investments.

In today's world, governments must adopt sustainable strategies that can benefit future generations. This includes incorporating the ESG paradigm into the approach for reducing carbon footprint across industries, with electric and energy-efficient solutions making a significant difference.

Our comprehensive transformation strategies combine workforce upskilling, digitalization of public services, and other measures aimed at attracting investors and companies to establish operations in the region.

# Business Transformation & Strategy Execution

Awareness of a comprehensive range of solutions is fundamental to help organizations navigate complex changes and achieve their strategic objectives. We work with our clients to provide customized change strategies that drive measurable results and ensure long-term success through complex strategy execution planning.

- Organisation restructuring
- Operating Model Definition
- Change and Strategy Execution



# Business Transformation – Scope

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Delineate strategies between operation efficiencies and value creation



Build Accelerators, free zones



Interim Head of PMO role



Plan Transformation effort followed by agile implementation model



Define Balance Scorecard and define OKRs



Define innovation strategies to expand business setup



Consultation with industry experts and market research across the sector



ROI calculation on investment projects or/ Cost of transformation calculation



Presentation of the transformation plan to government officials

# Digital Advisory

The public sector is in greater need of digitalization than ever before, as well as an awareness of ESG considerations and a need to diversify national strategies from dependency on oil and gas supply. Digitalization is essential to continue attracting foreign investments and enhancing entrepreneurship.

- Digital strategy
- Digital Roadmaps
- Subscription business model definition
- Organisation digital transformation strategy model design
- Accelerators support to attract businesses.



# Digital Transformation - Scope

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Define business digital strategies and maps



Calculate complete costs analyses and search for expected returns



Interim Head of Digital PMO role



Plan time required for the transformation



Prepare report with detailed strategy of the market and available technologies



Define innovation strategies



Consultation with industry experts



Focus on customers lifetime value



Presentation of the transformation plan to CIO/ Heads of Accelerators

# Strategy Definition

Aligning national-level strategies with an innovative approach to attract investments requires a detailed market analysis to assess the long-term impact on the region, which in turn can inform and improve decision-making processes.

- Alignment of the innovative growth strategies with national strategies.
- Projects Portfolio definition and outline transparent execution.
- National level impact assessment.
- Market research.
- Sustainability planning, churn rate, and potential impact on GDP.



# Strategy Definition - Scope

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Set objectives for strategy



Calculate long term impact



Interim Head of innovation and entrepreneurship



Plan timeline for the strategy execution



Reports and evaluation



Build workshops with SMEs and counterparts



Provide Industry Experts assessments



Calculate cost of investments



Presentation of the reports & plan to appointed lead