Strategy OS in Action

YELO - FROM DISPERSION TO MODULAR GROWTH ENGINE

Impact. From overlap to clarity — focused, scalable business model built on SME growth journeys.

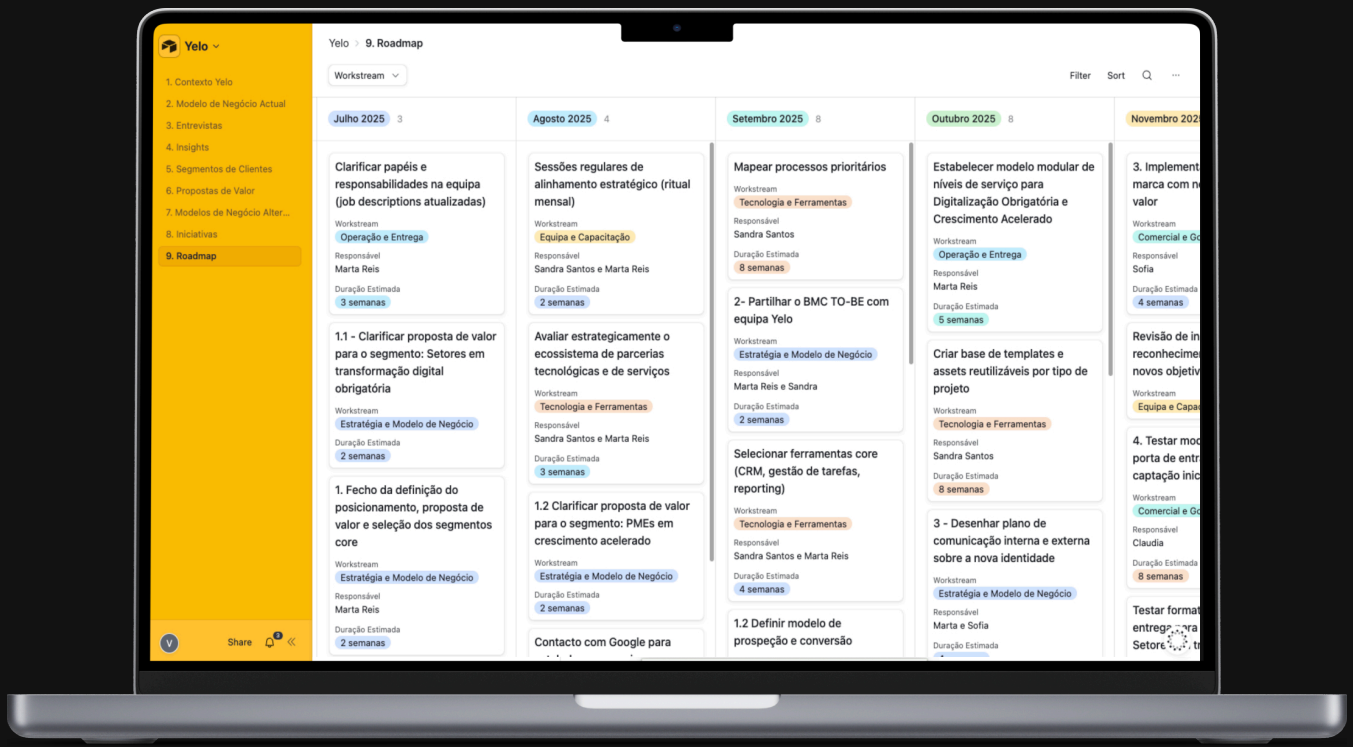
Context & challenge. A spin-off with inherited clients, overlapping offers, and a generic "performance" narrative needed focus.

Objective. Define segments, value propositions, and a scalable operating model.

The shift. Yelo's value isn't "running campaigns"; it's helping SMEs evolve — from digital activation to structured growth to international expansion — expressed in the Yelo 3D model (Digital, Development, Destination).

What Verne did (CAA).

- **Clarify** — mapped portfolio, client needs, structural gaps
- **Align** — defined target segments + co-created Yelo 3D model
- **Act** — roadmap with initiatives, ownership, metrics



What changed. Clear position and segmentation; unified model connecting offer, product, and operation; energized team with shared ownership — in 3 weeks.

Voice of the leader. **"We finally know who we serve, what we solve, and how we grow — together."** — Carmen Ferreira, Head of Yelo

Clarity that moves your business.