



# DIAGONAL MINDS

OBSESSED BY INNOVATION THAT GROWS BUSINESS\_

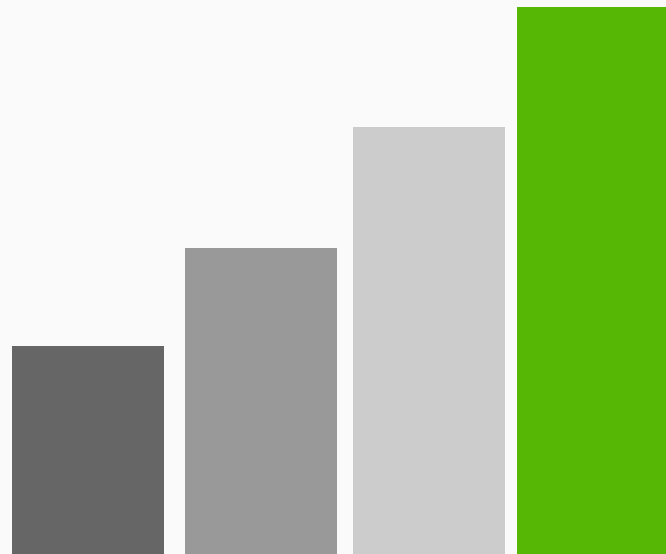
WE ARE A TEAM OF 'DATA  
DRIVEN' DIGITAL MEDIA  
EXECS AND ADVISORS,  
WITH 15+ YEARS OF  
TRACK RECORD\_

WE ARE PART OF  
THE INDUSTRY AND  
ACCELERATE GROWTH  
CONNECTING THE RIGHT  
PEOPLE AT THE PERFECT TIME



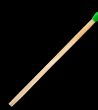
# INNOVATION GROWS BUSINESS

We strongly believe that replicating specific success cases achieved in other markets is the most efficient way to accelerate revenue growth and optimize performance\_



A grayscale photograph of a hand pointing at a document with a pen. The hand is in the foreground, and the document is in the background. The text 'UNIQUE VALUE PROPOSITION' is overlaid on the image.

# UNIQUE VALUE PROPOSITION

A small, stylized yellow pencil with a green eraser, positioned diagonally in the top right corner of the slide.

We identify tech partners and Media execs that have solved the Industry's main challenges at top international news publishers or world class companies, enabling our network to achieve better results in less time\_

# MARKET VALIDATION

WE REPLICATE TOP PUBLISHERS' SUCCESS CASES

EL PAÍS    The Washington Post

The Guardian    Los Angeles Times    THE WALL STREET JOURNAL WSJ

The Telegraph    CNN    HEARST

O GLOBO    infobae    Clarín<sup>®</sup>

EL UNIVERSAL    abc    GrupoCopesa



TECHNOLOGY ALREADY SOLVED IT\_



# TECH PARTNERS

SOLUTIONS THAT HAVE SUCCESSFULLY SOLVED STRATEGIC CHALLENGES\_



AI TECH  
MONETIZATION



SEO  
DASHBOARDS



NEW  
CONTENT



USER REVENUE  
E-COMMERCE



COMMUNITY  
ENGAGEMENT



E-PAPER  
PRODUCTS



OTHER EXECs ALREADY SOLVED IT.





# MEDIA ADVISORS

EXPERTS THAT HAVE SUCCESSFULLY SOLVED STRATEGIC CHALLENGES\_



EDITORIAL DIGITAL  
TRANSFORMATION



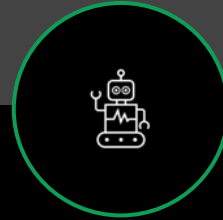
BRANDED  
CONTENT



SEO  
OPTIMIZATION



USER REVENUE  
PAYWALL



CMS + IT  
PERFORMANCE



USER  
EXPERIENCE



# HOW IT WORKS

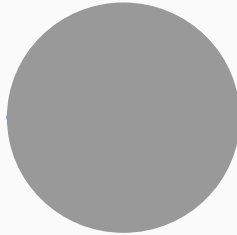
## EVALUATE

DISCUSS CHALLENGES  
AND/OR OPPORTUNITIES



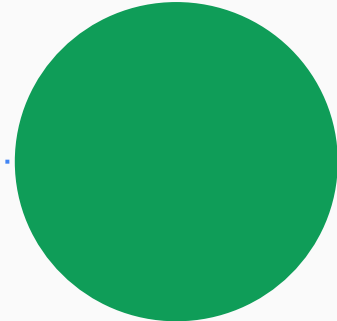
## PARTNER

IDENTIFY THE RIGHT  
TECH AND/OR ADVISORS



## DELIVERY

PLAN, IMPLEMENT  
AND INCREASE RESULTS





# STARTUP MINDSET

The main change enablers that a Media Company needs to optimize its KPIs on, are linked to strategic partnerships, new technologies, continuous A/B testing and a data driven decision making DNA\_

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DATA WILL ALWAYS HAVE A BETTER IDEA



# DIAGONAL MINDS

CONNECTING THE RIGHT PEOPLE AT THE PERFECT TIME\_