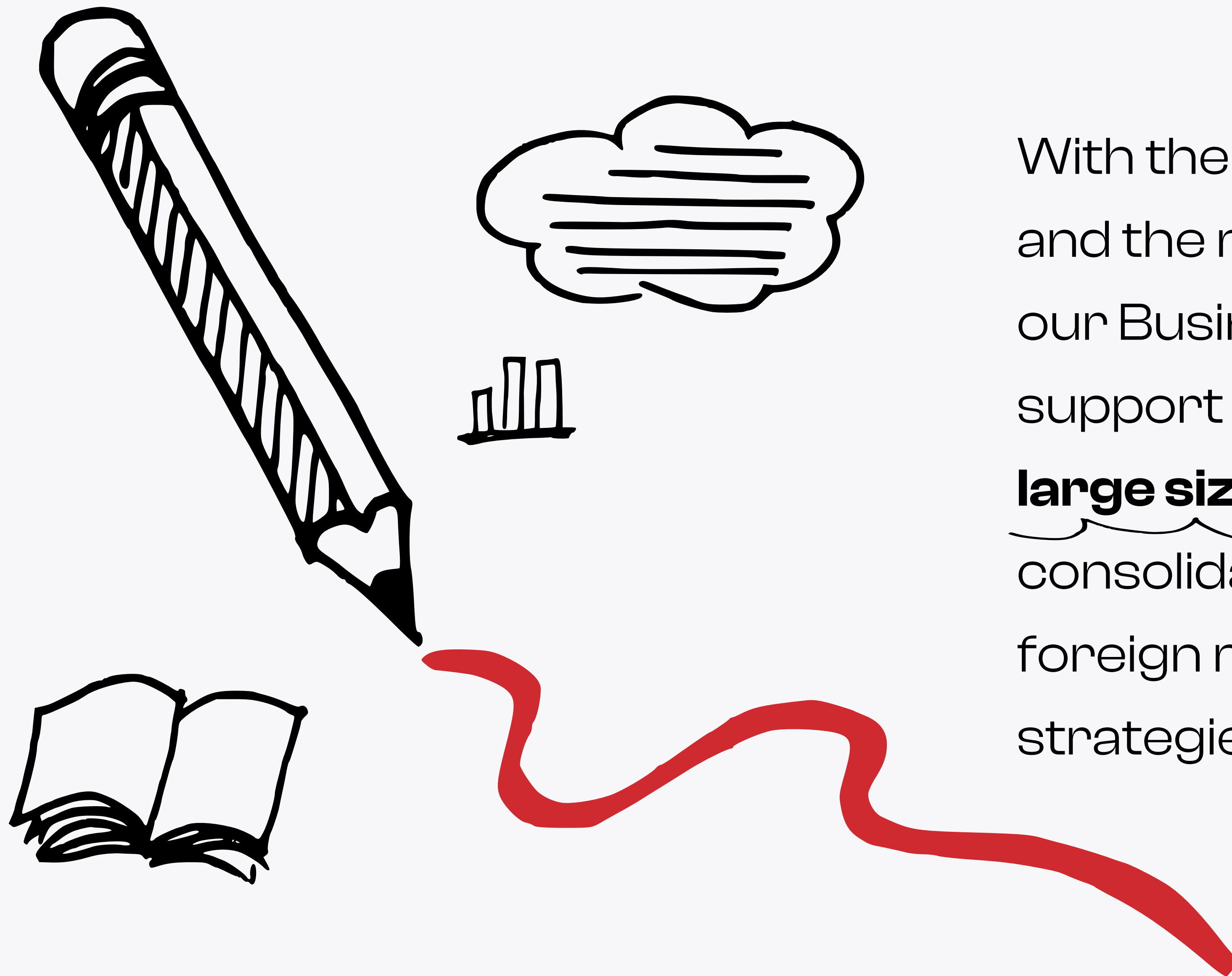


# Designing international experiences together

# Who is **Heroes** and what we do?

We are an international group of **experts**  
specialized in **business internationalization**  
**projects.**





With the **Design Thinking** method and the multidisciplinary skills of our Business Designers, **Heroes** support **start ups, medium and large sized companies** in consolidating their presence in foreign markets with **taylor-made** strategies.

Our **international staff** and predominantly **female staff** guarantee a global competitive advantage in internationalization projects for our customers through

### 3 Smart Business Units:

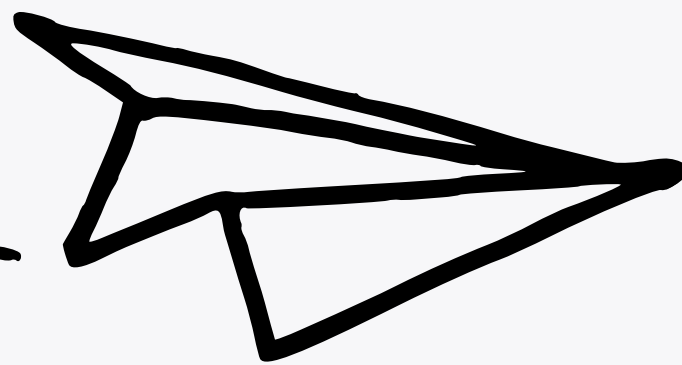


**inLearning**

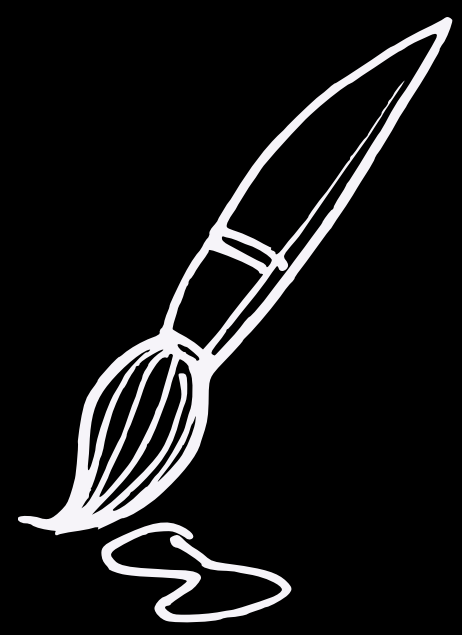
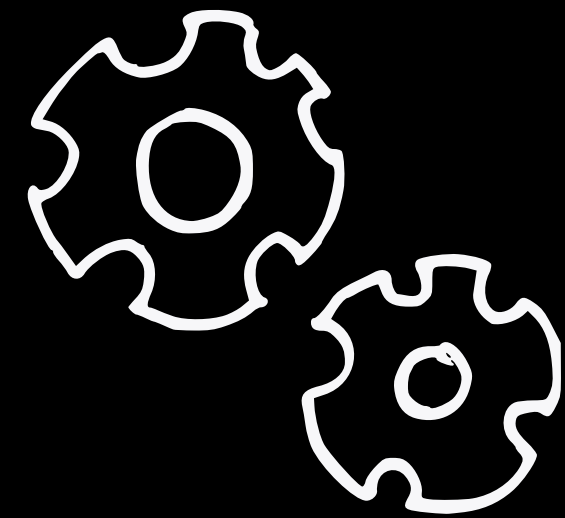
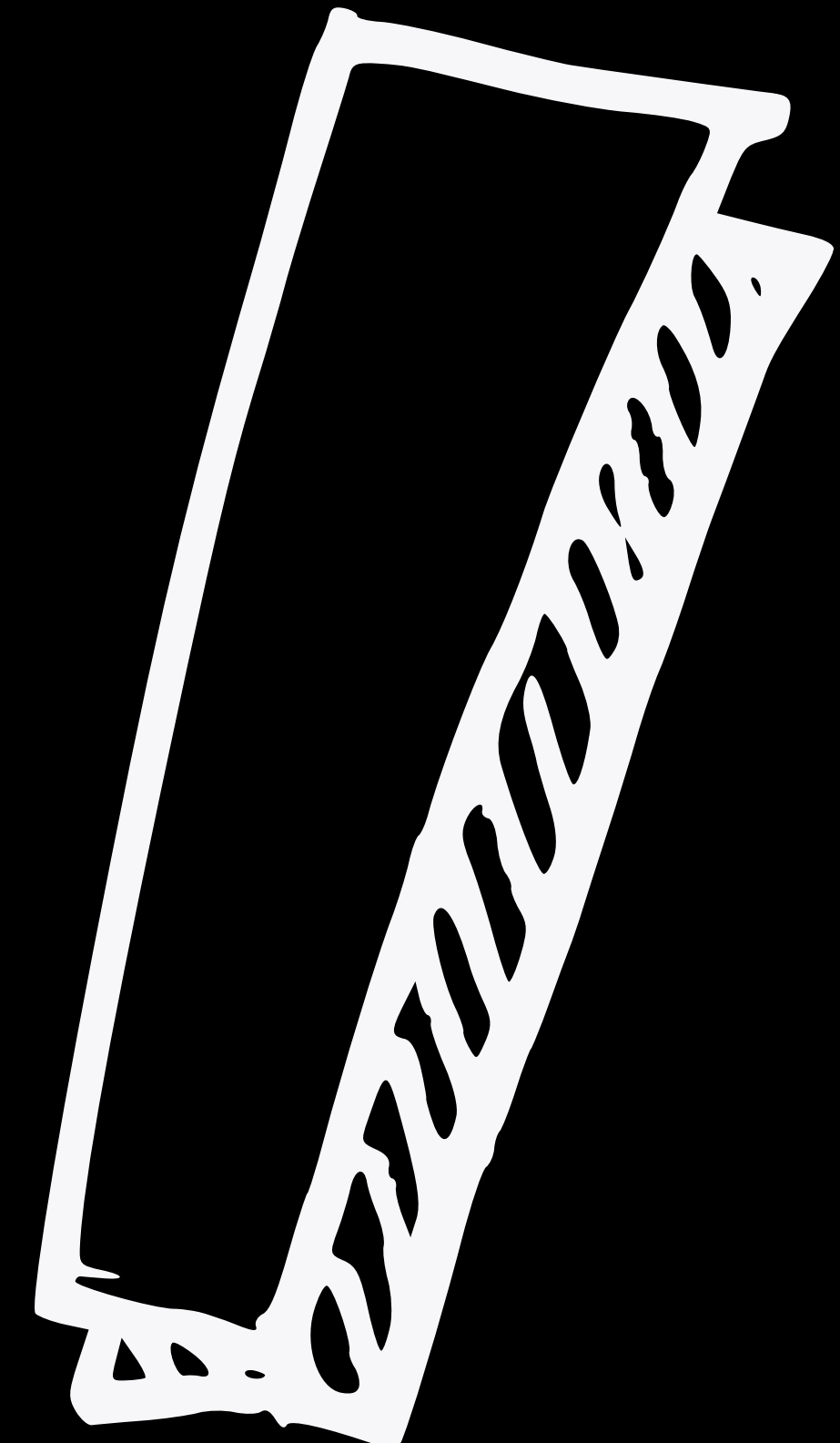
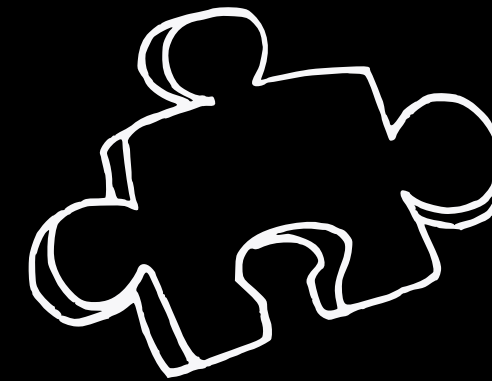


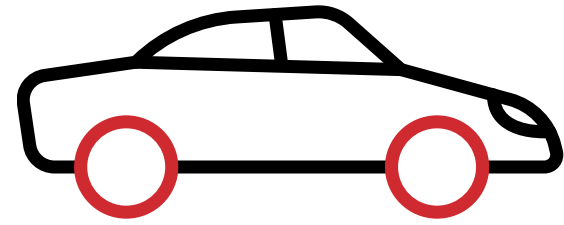
**Heroes Sustainability Compass**

**MetaTrade**

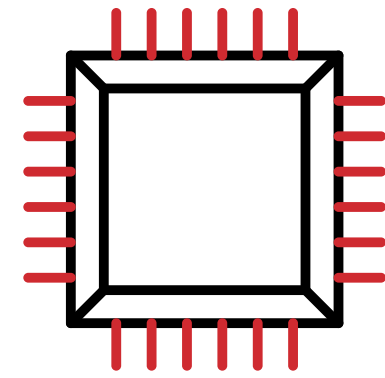


**Our**  
**sectors**

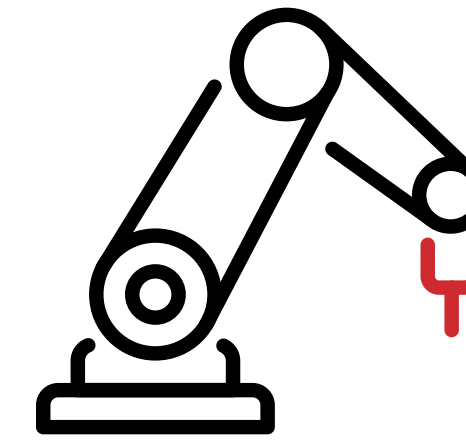




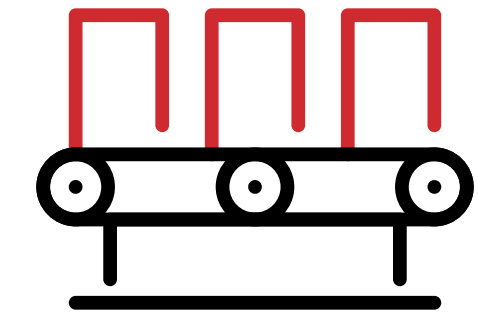
**Automotive**



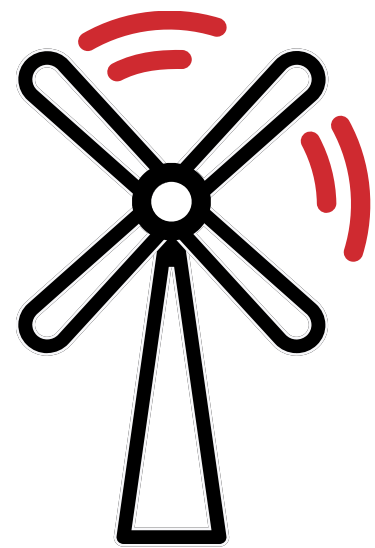
**Electronics &  
Electrical engineering**



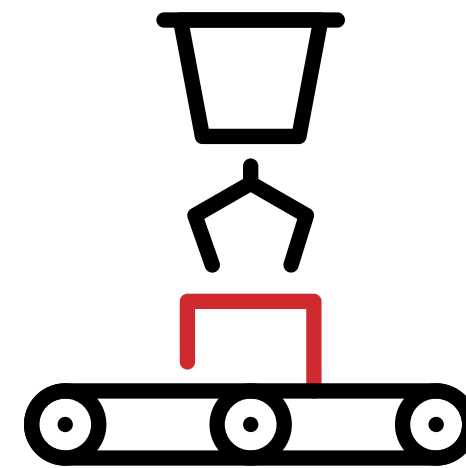
**Industrial  
Machinery**



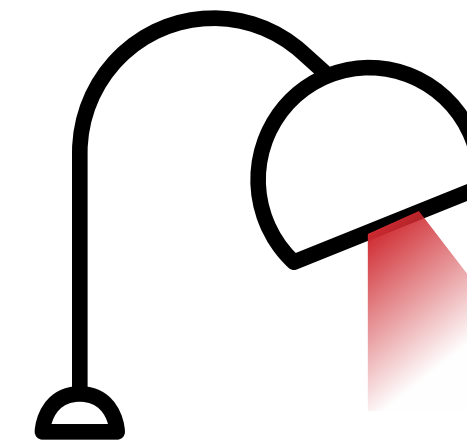
**Marble &  
Machinery**



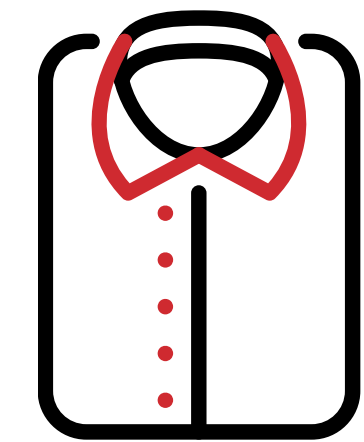
**Renewable  
Energies**



**Carpentry**



**Interior Design**



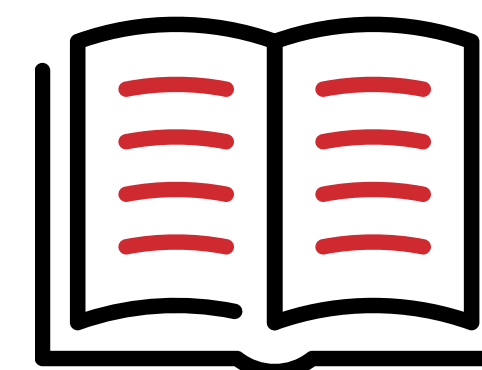
**Fashion**



**Food & Wine**



**Cosmetics**



**Publishing**

# Where **do we** **operate?**

Heroes **experts** work in person in different countries, without intermediaries and manage the entire process internally with offices and staff operating for maximum control.

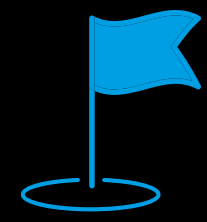


**Our international presence** allows us to be updated in real time on current trends and the best opportunities of business in our reference countries.



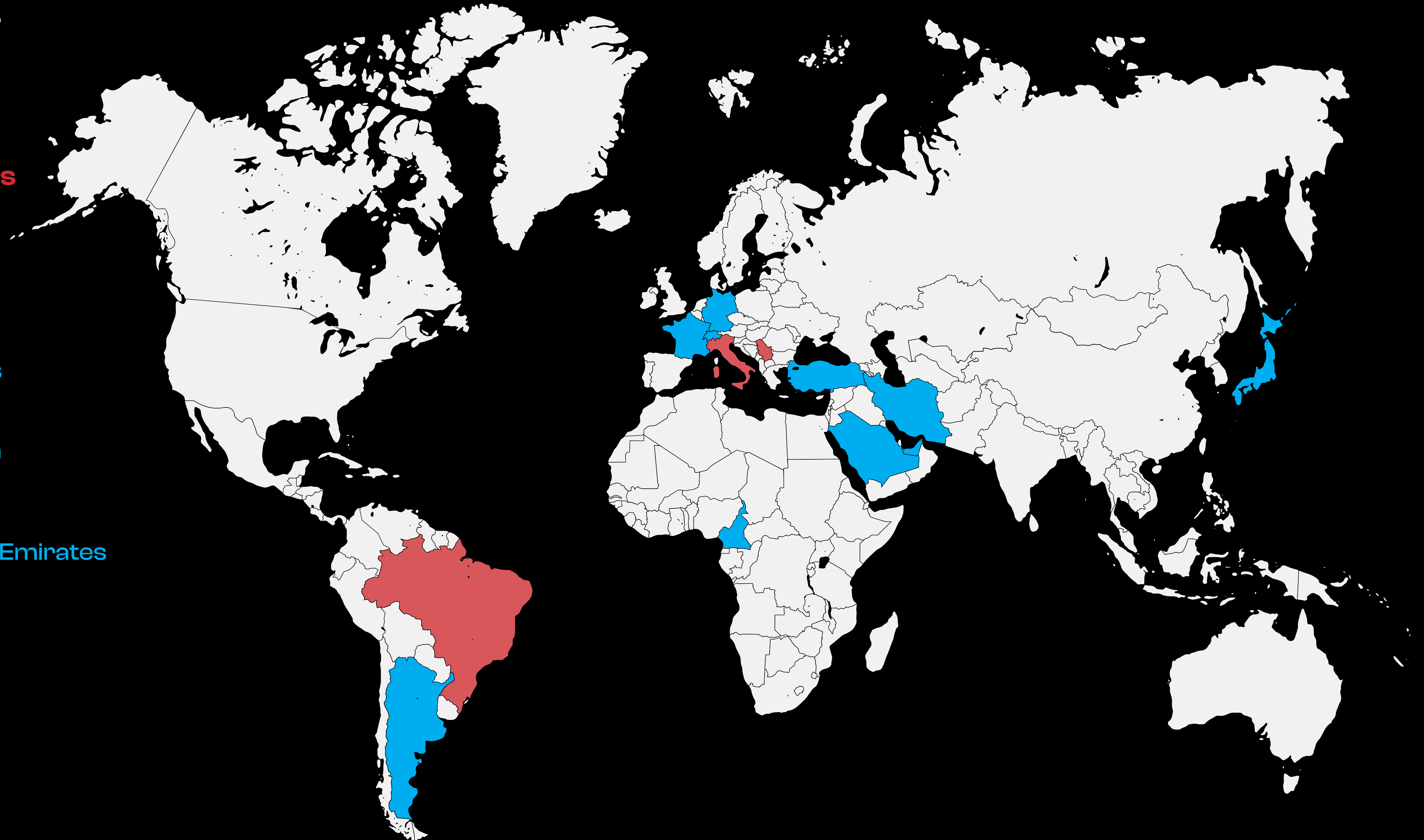
### Headquarters

- Italy
- Serbia
- Brazil



### Our Business Designers

- Saudi Arabia
- Argentina
- Cameroon
- United Arab Emirates
- France
- Germany
- Japan
- Iran
- Switzerland
- Türkiye

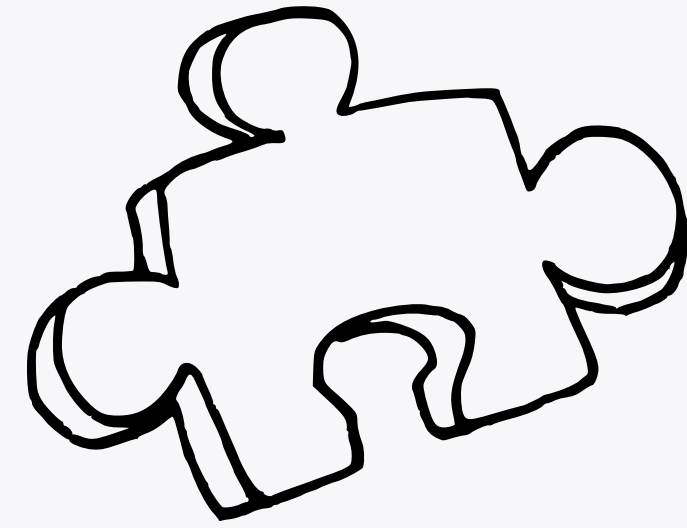




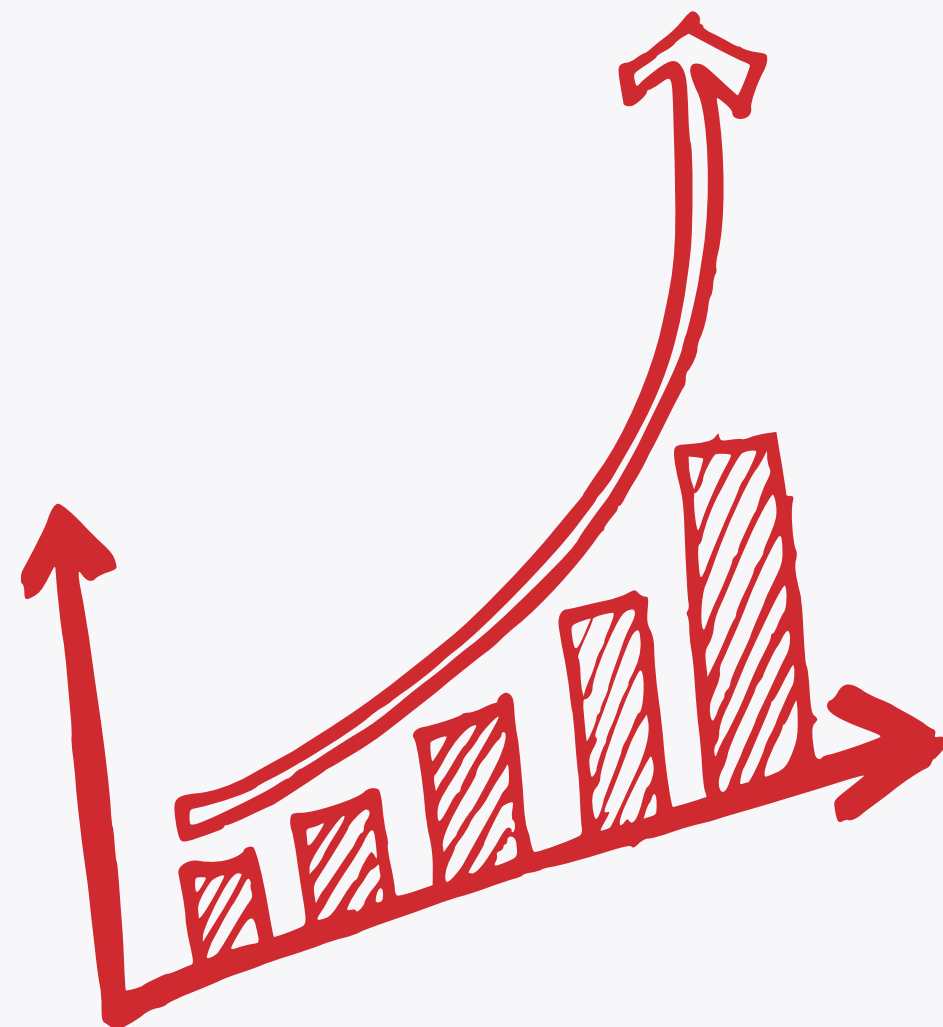
# Our method

**Heroes** adapts its global method into local actions that require specific transcultural skills for different markets.



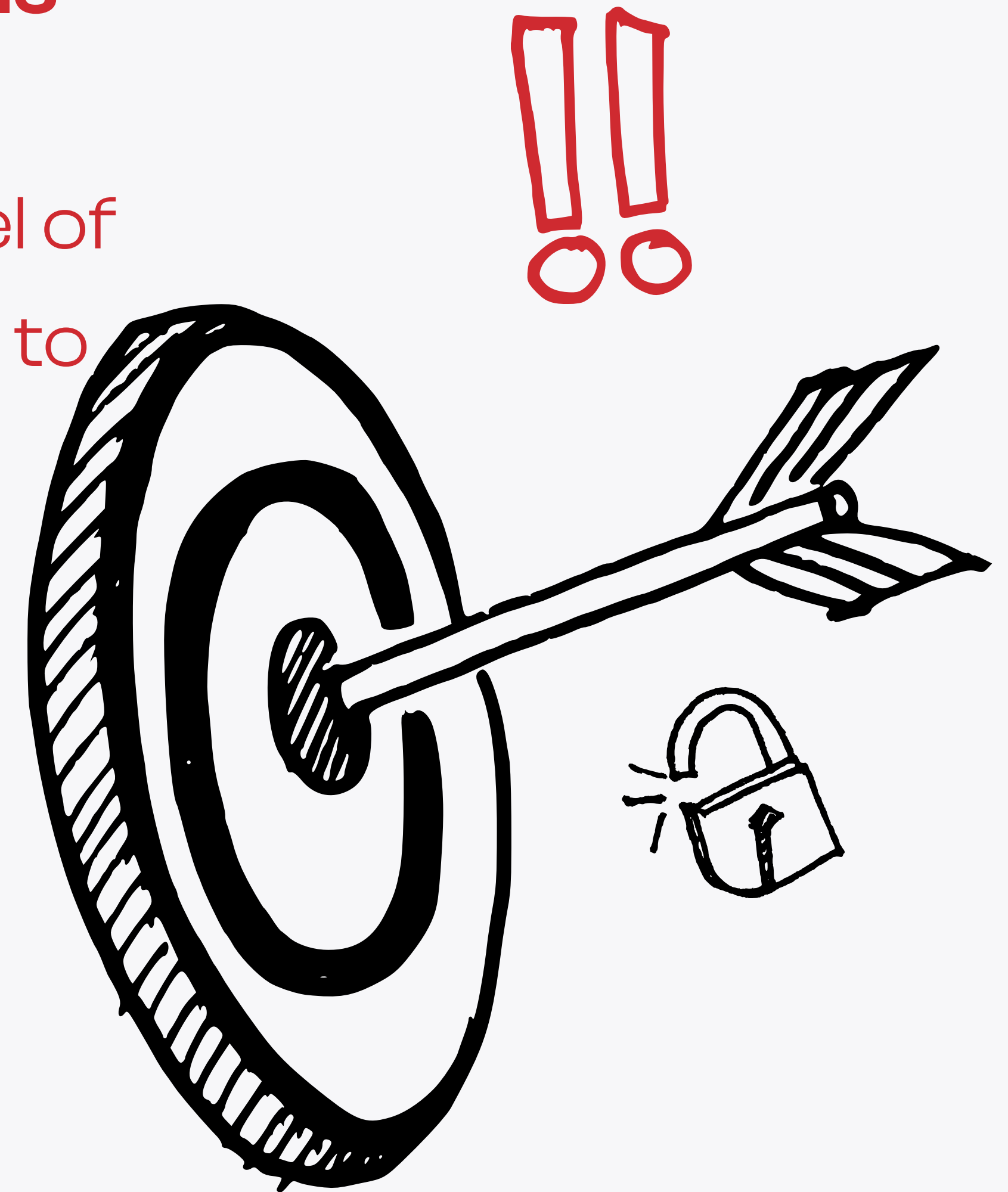
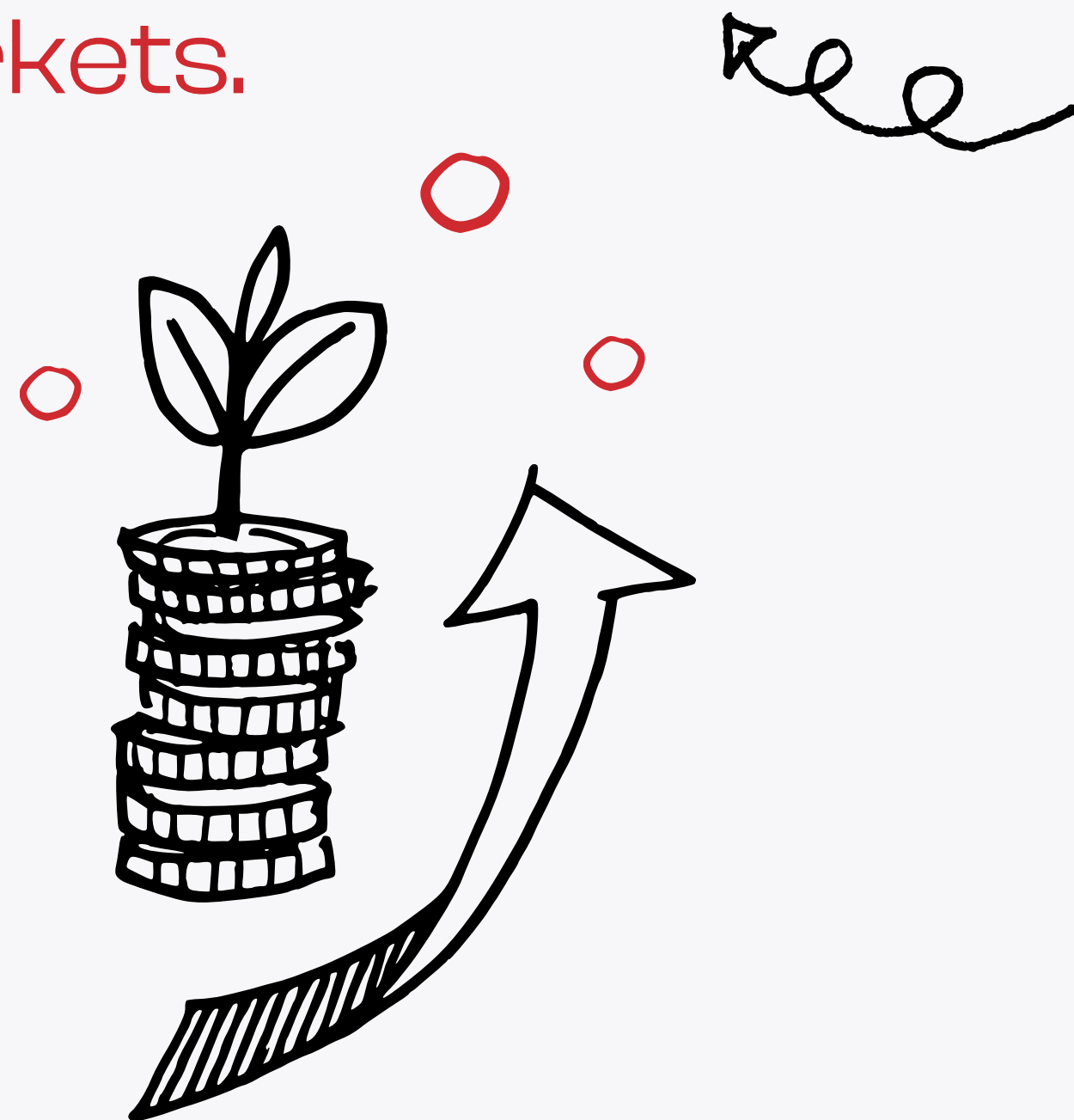


**Our  
strategy is**



- **Clear**
- **Concrete**
- **Customized**

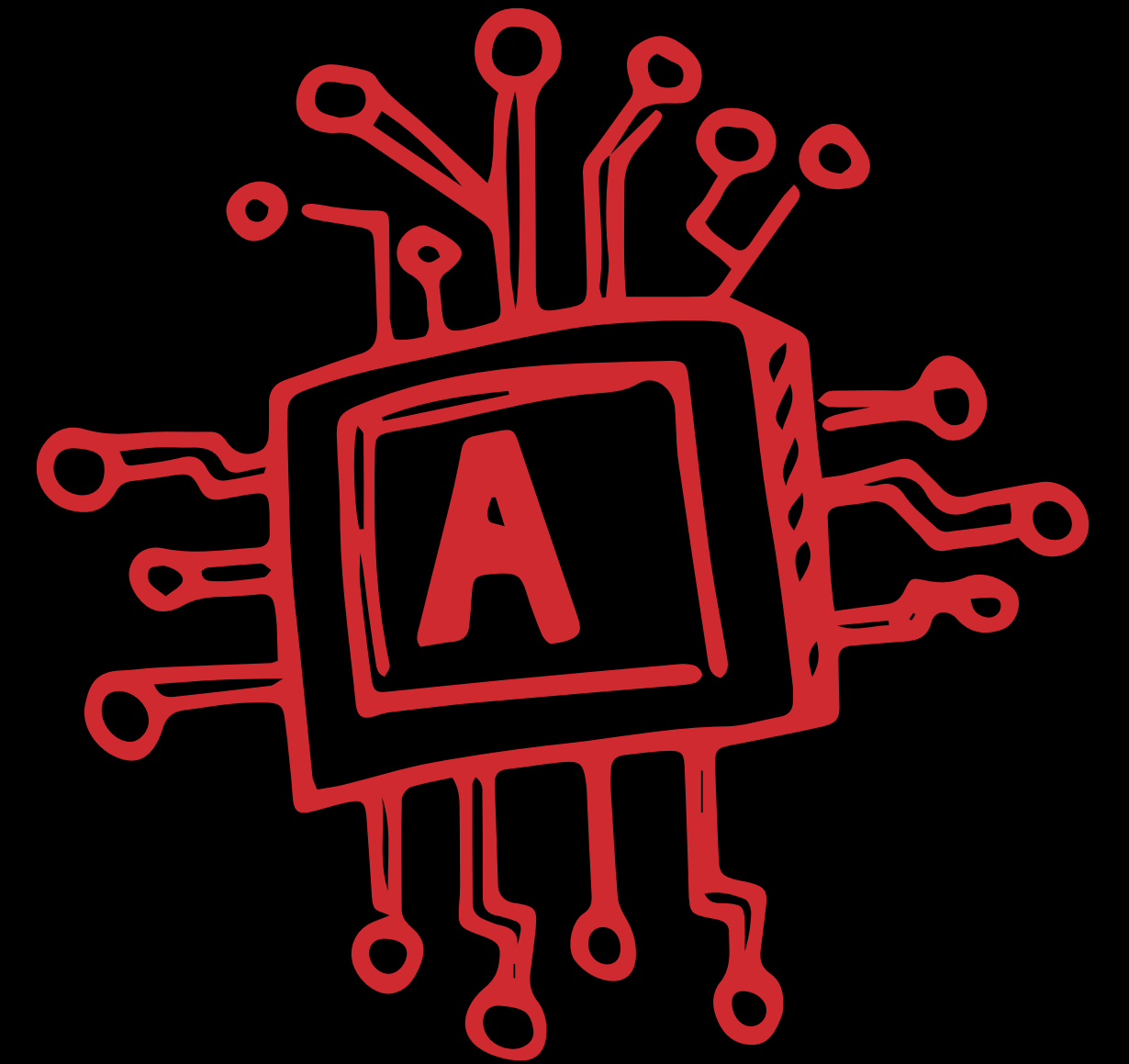
Whether our **methodology** is applied to a **single company** or a **network of companies** with diversified production, it provides a higher level of **competitive** advantage and promotes access to target markets.



# Our method



**Our**  
**smart**  
**business**  
**units**





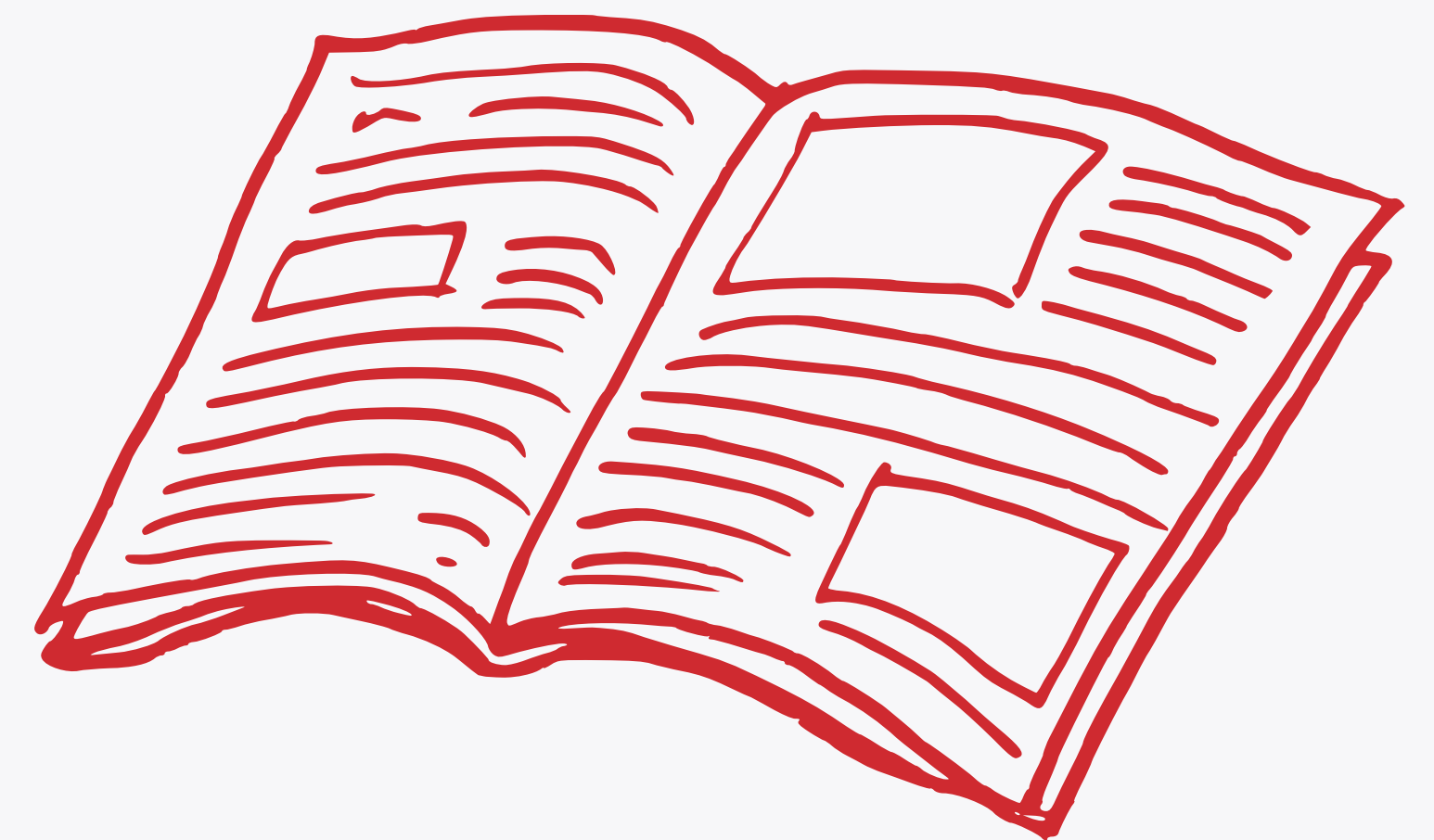
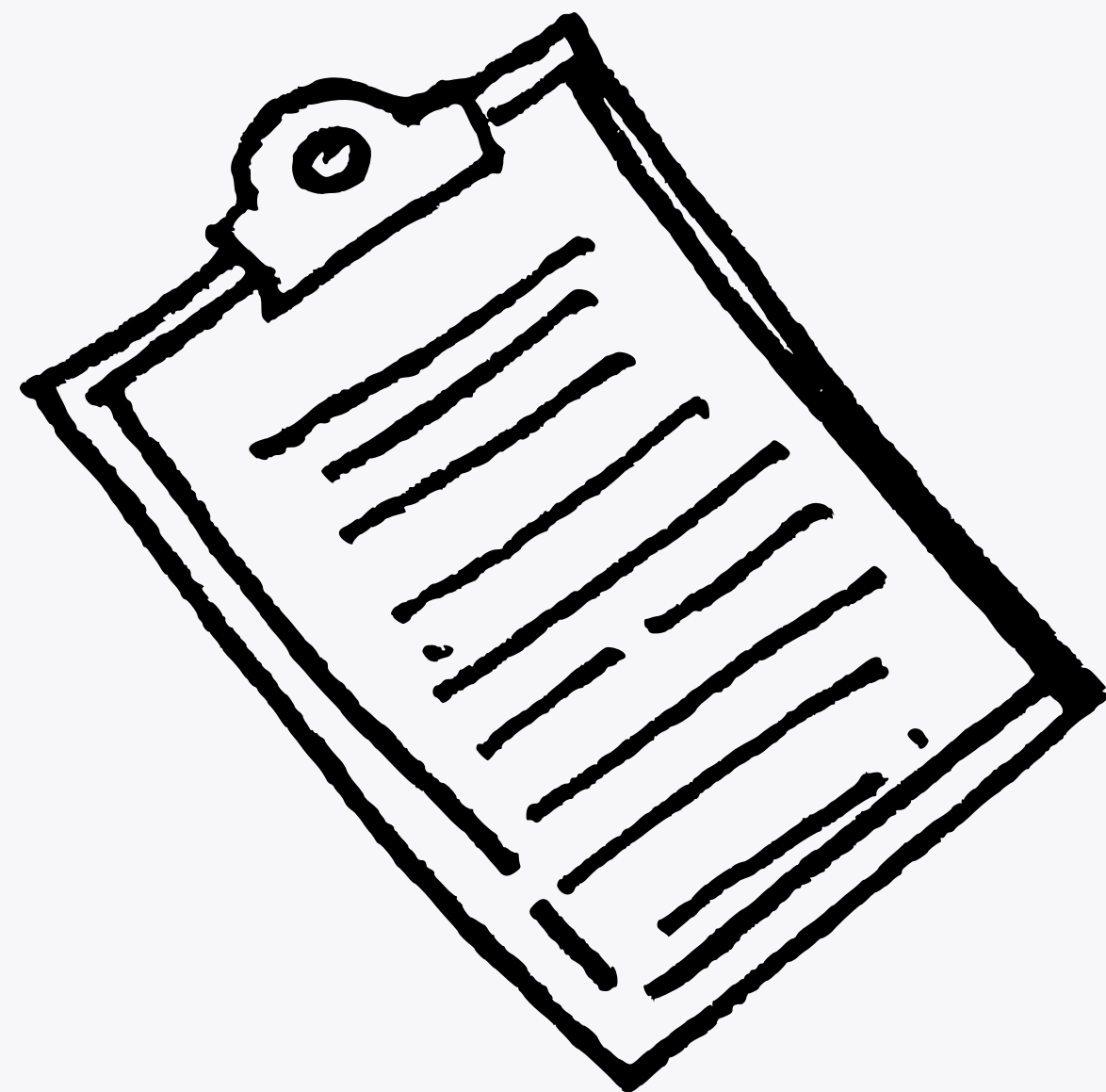
# inLearning



**Internationalization learning**<sup>®</sup> is a new **training** method for the discipline of business internationalization, which aims to raise **awareness, train and develop** international expansion projects together with companies.



This method is based on a program of **educational modules** that cover the key aspects of internationalization, offering continuous and customizable training based on to business needs for businesses.



Each session has a defined program and aims to **transfer in-depth knowledge and skills** in a specific area of internationalisation.



**Business internationalization**



**Web3 and Metaverse in business internationalization**



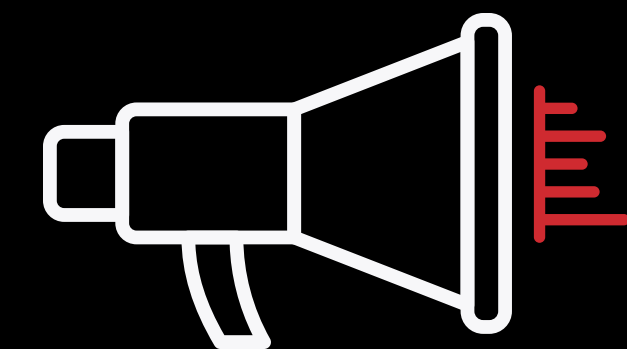
**Sustainability**



**Standard rules and regulations in internationalization**



**KPI and risk assessment**



**The basic of marketing for internationalization**

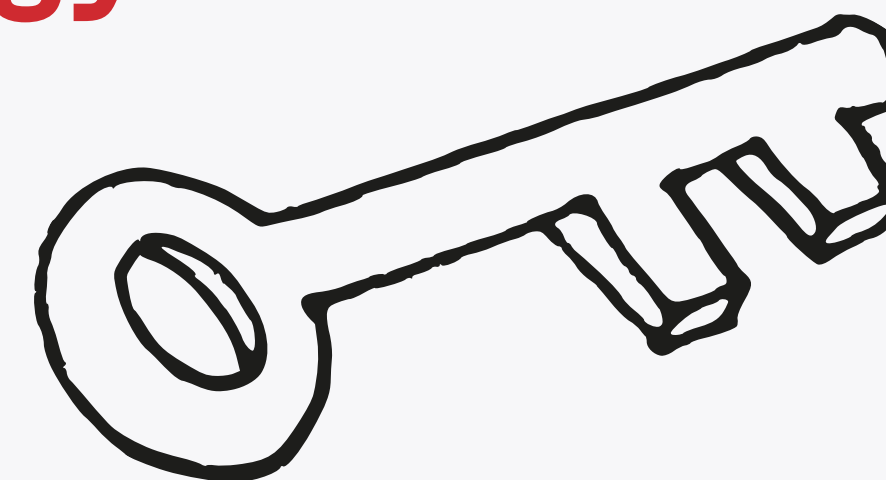




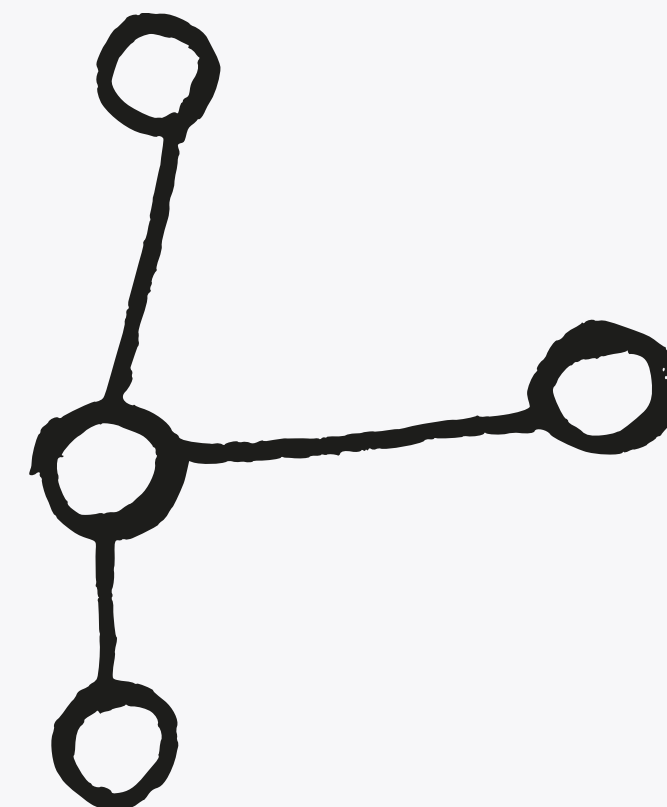
# Heroes Sustainability Compass



Heroes Sustainability Compass is dedicated to guiding enterprises towards embracing **sustainability** as a critical element of their international **growth strategy**.



Our specialized Business Unit engages in a meticulous strategic evaluation, utilizing a comprehensive set of **Sustainability Key Performance Indicators (SKPI)**. This approach enables us to conduct a precise assessment of a company's current sustainability practices and identify opportunities for growth within this field.



Our in-depth analysis facilitates the identification of key areas requiring enhancement. We then develop **tailored strategies** to refine the sustainability aspects of business operations.

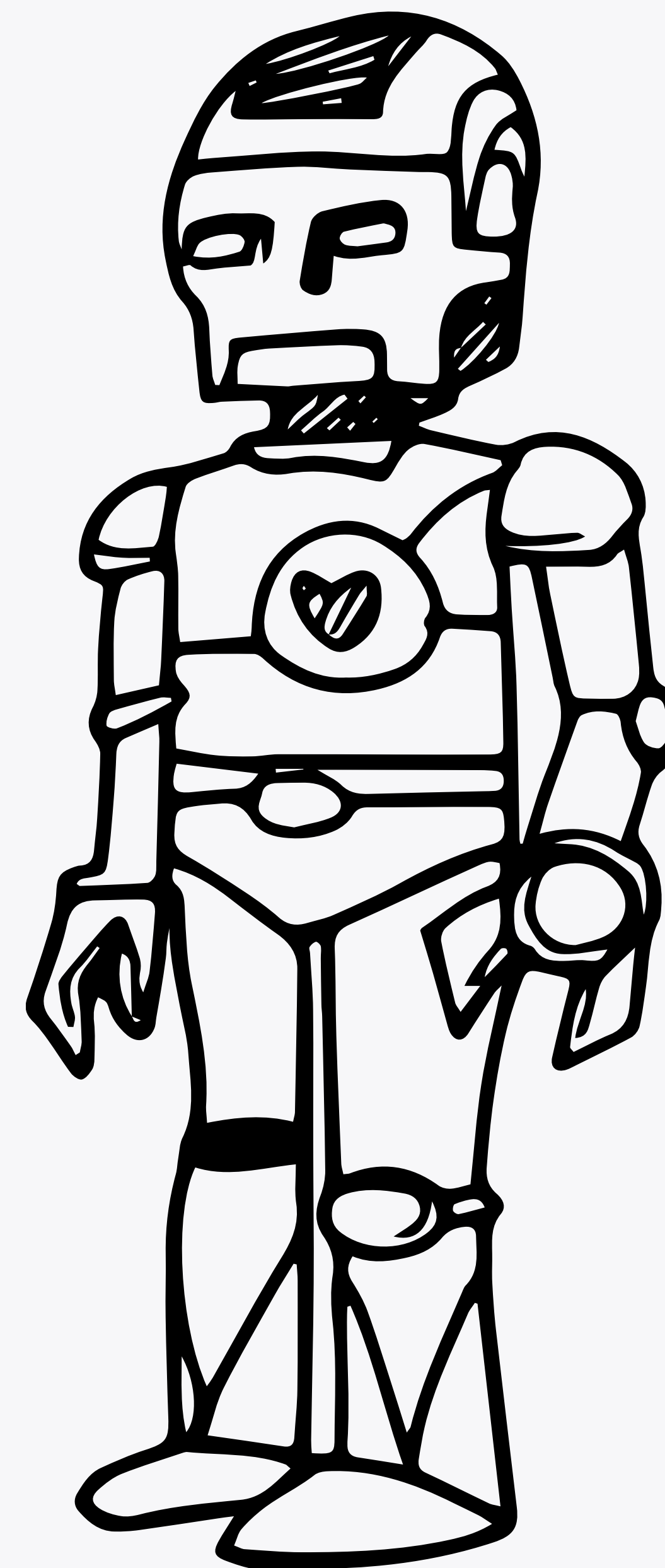
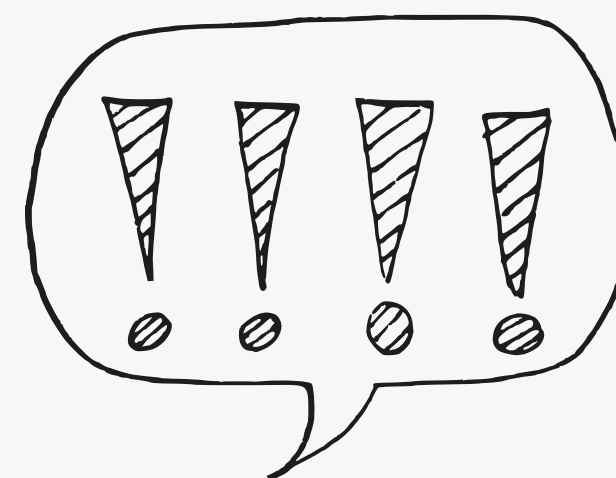


Our **sustainability managers** engage closely with each client, crafting strategies that elevate the company's sustainable performance.

This process not only solidifies a commitment to sustainability but also transforms it into a distinct competitive advantage in the international business arena.

# 3 MetaTrade

Harnessing the potential of the **Metaverse** and **Web3** technologies, **Heroes** offers a new communication channel to its customers on the Metaverse, making **virtual stands and avatars** available in our building.



A **virtual, interactive and collaborative environment**, is created, where companies can connect, explore new markets, collaborate with international partners and conduct business activities efficiently and effectively, breaking down all land borders.



# Our references

**Electronics and  
Electrical Engineering**



**Machinery**



## Marble & Machinery



## Renewable Energies

LI-ION SYSTEMS



## Carpentry

*Serrmetal*



## Interior Design



## Fashion



**Cosmetics**

OFFICINA  
FITOBIOLOGICA

**Food & Wine**

*Slitti*<sup>®</sup>  
EXPERIENCE  
CIOCCOLATO E CAFFÈ

NIO  
NEEDS ICE ONLY

**Consulting Management**

SGI SRL

**D6**  
DRIVE RESPONSIBLY

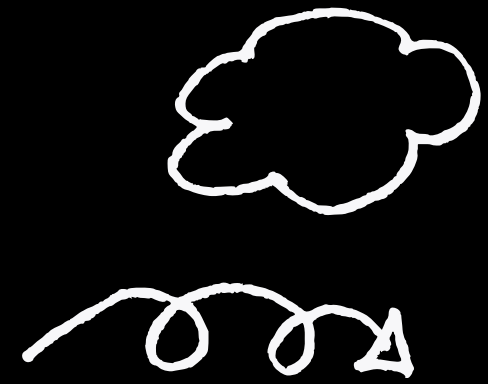
**Start Up & Innovation**

RESONANCE  
Wireless. Indeed

**onion**tech

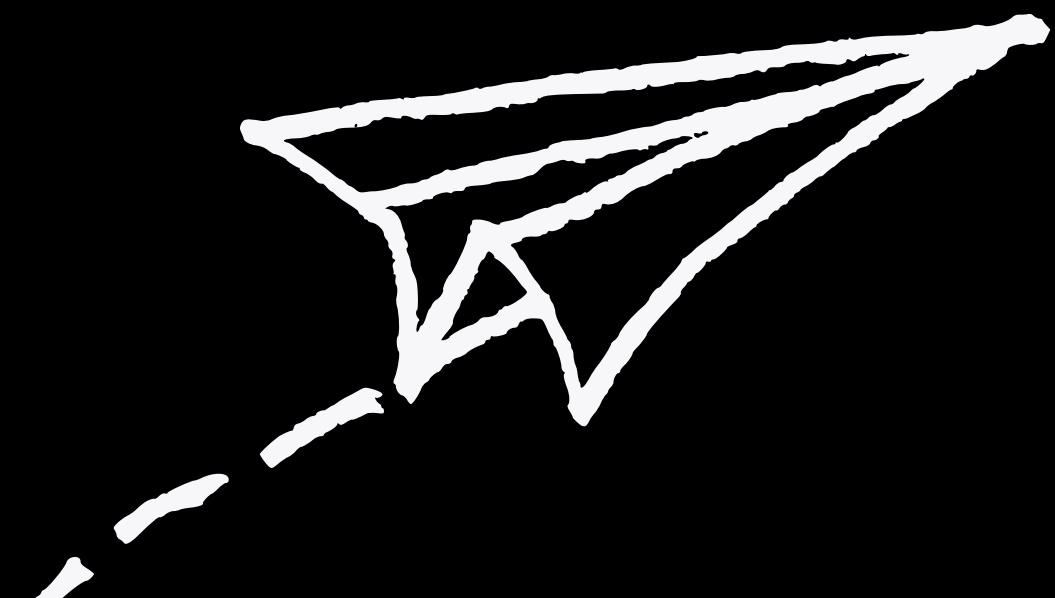
 **finsa**





Find the right people to work with you and you can't go wrong.

R. Branson



# Thank you

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