

The logo features the word "impetus" in a bold, lowercase sans-serif font, with a white circular graphic element behind the "i". To the right of "impetus" is a registered trademark symbol (®). Below "impetus" is the word "Strategy" in a smaller, uppercase sans-serif font. At the bottom of the logo is the year "2023" in a large, uppercase sans-serif font. The entire logo is white and centered on a dark blue background with a large, lighter blue abstract shape behind it.

**impetus**<sup>®</sup>  
Strategy  
2023



# **Initiating** Impact

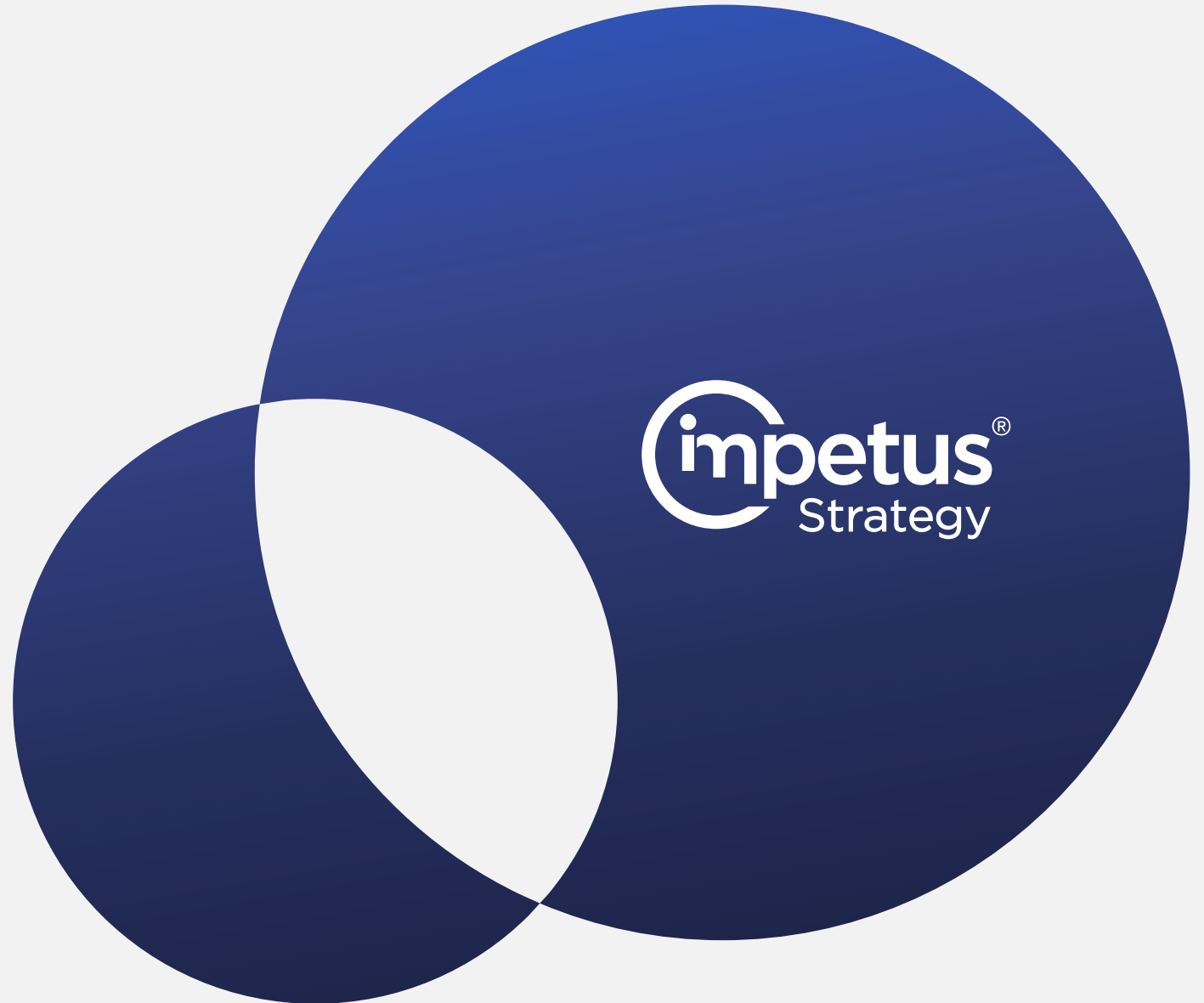


2023



We create dynamic strategic solutions for our partners and clients utilizing our finely-curated, well-rounded, global team.

**About Us**



# About Us



## About the Company

Impetus Strategy is a strategic consulting firm specialized in providing innovative and sustainable strategic solutions tailored to the needs of clients in various sectors, with a team that works with a global identity and highest level of professionalism.



# About Us



## How We Work

At Impetus Strategy, we work to create sustained developmental impact on the targeted sectors through applied empowerment of systems, concepts and strategies. This drives us to provide our clients with innovative solutions derived from systematic creative thinking.

**Our problem-solving methodology is based on:**

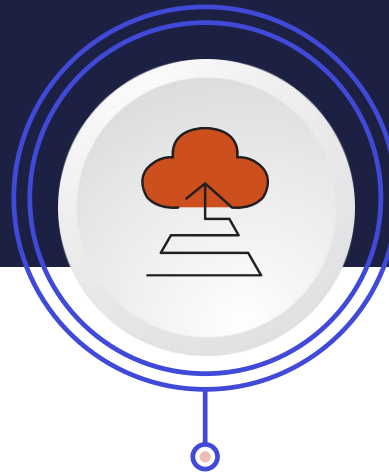


# Strategic Direction



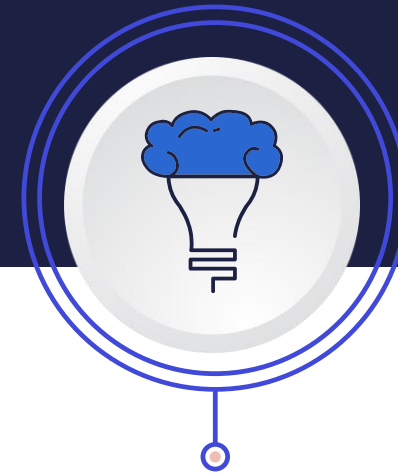
## Vision

To be leaders in creating sustainable developmental impact by providing innovative and contextually-crafted consulting services that enable the acquisition of knowledge and application of systems and their strategies.



## Mission

To provide innovative and highly efficient services tailored to the needs of partners, driven by our vision to support the achievement of continuous and sustainable impact.




## Core Values

- Our solutions are built to ensure impact and added value.
- We design impactful strategic systems.
- Our team is our most important investment.
- Our work environment is our strength.

# Value Proposition



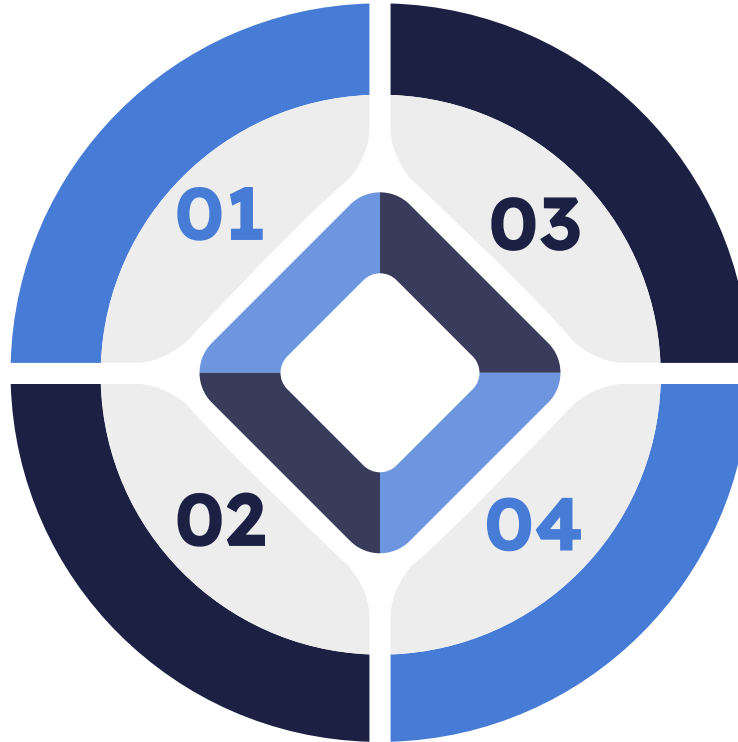
 **Comprehensive understanding of contextualized impact investment, ecosystems, as well socio-economic development**

With our local partners in the government sector, we worked to construct a system of impact investment and socio-economic development inside the Kingdom of Saudi Arabia, based on global best practices and our comprehension of the local reality, its needs, and strengths.

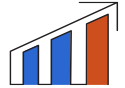
 **A Professional Team of Consultants and Experts**

In addition to our team's highly successful participation in developing strategic and development initiatives with numerous parties inside and outside the Kingdom of Saudi Arabia, we place a strong emphasis on integrating the development of our capabilities through our relationship with foreign specialists.

To deliver a globally-informed experience that meets the demands of our clients, we blend local expertise with international competencies.



**Extensive experience in several sectors**



Our consulting and specialist teams participate in a number of sectors, which contributes to our considerable breadth of experience in many crucial sectors, both domestically and internationally.

**Strategic alliances**



In addition to the skills and expertise of our team, which works collaboratively to provide the best strategic solutions with a high level of efficiency, we have strong local and international strategic partnerships with the leading organizations in the development sectors. With these partnerships, we work to integrate expertise and methodologies.



# Strategic Partnership



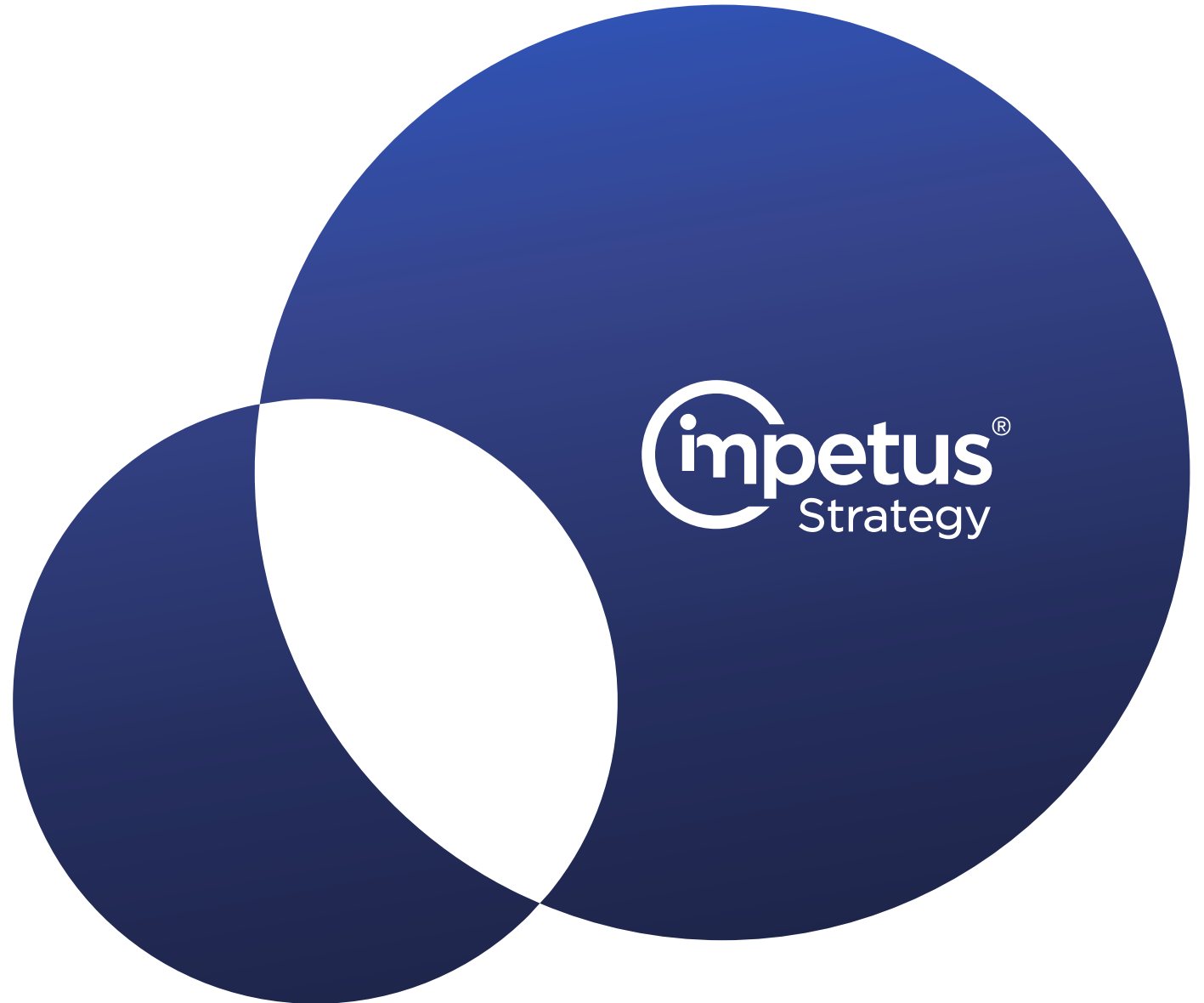
We are proud to partner with GSG to emphasize, convey the importance of, and do our part to ensure that social and environmental impact is at the heart of investment and business decisions in the Kingdom of Saudi Arabia.

GSG is a global organization founded on the belief that a good investment can benefit all people and the planet.



GSG's global influence is built on a unique and growing portfolio of National Advisory Boards, which currently consists of 30 National and Regional Advisory Boards, representing 35 countries. Another 30 commissions are under development, many in low-middle-income and lower-middle-income countries.

**Our**  
Experience



# Areas of Expertise



Our consultancy services at IMPETUS STRATEGY cover four important areas within our scope of expertise.



# Areas of Expertise



## Strategies, Ecosystems and strategic implementation

In modern times, organizations operate in a complex web of interconnected systems made up of people, society, and incentives, among others; called **ecosystems**. Thus, the roadmap to success that we follow at IMPETUS STRATEGY lies in the combination of firm business strategy and comprehensive understanding of development. Through a team with extensive experience in business strategy, ecosystems analysis and management, we deploy strategies using recognized methodologies such as Execution Premium Process (XPP), in addition to providing high-quality professional advisory services to all sectors (public - private - non-profit).



# Areas of Expertise



## Impact Investment

We define Impact Investing by two main outcomes; creating positive social impact along with financial returns on investment (ROI). Accordingly, we help our partners and clients determine the balance between the demand for social or environmental impact and financial returns and the supply of funds to achieve this through (financiers, investors, investment vehicles, endowment funds, etc.) with a comprehensive focus on the needs and constraints of stakeholders on both sides.



# Areas of Expertise



## Economic Development and Growth

We believe that in the current global economy, development and economic development should go hand-in-hand, as economic growth (i.e. increased productivity and national income) is important in terms of financing economic development (i.e. education, health care and welfare). On the other hand, economic development ensures an educated workforce that is prepared to contribute more to the growth of the economy.

In line with Vision 2030, we at IMPETUS STRATEGY believe that growth and development are complementary to each other. Therefore, we provide consulting services that facilitate the performance of for-profit companies, governmental entities, and non-profit organizations to achieve the best results..



We serve our clients by designing incentives, sustainable development strategies, environmental, social and governance (ESG) indicators, group development, monitoring, evaluation, accountability and learning (MEAL), and impact assessment, among others. In addition, we aim to align our projects with the UN's Sustainable Development Goals (SDGs) to help businesses and government agencies adopt SDGs that are most relevant to their vision, mission and operations.



# Areas of Expertise



## Health Transformation Management

The world is changing at a rapid pace, especially when it comes to the transformation of the health sector. Health sector leaders envision a set of transformations, integration with digital technology, and impactful social applications. However, they face multiple obstacles. Therefore, we at IMPETUS STRATEGY help our partners and clients overcome these difficulties, and use the experience of our team to build an integrated system and support it by institutionalizing the transformation in the health sector for a smooth, impactful transformation.



# Our Clients



We have a distinguished list of local clients in influential projects with a long-term impact...



المركز الوطني لتنمية  
القطاع غير الربحي  
National Center for  
Non-Profit Sector



برنامج خدمة  
ضيوف الرحمن



د. سليمان الحبيب  
DR SULAIMAN AL HABIB  
المجموعة الطبية medical group



أوقاف  
الهيئة العامة للأوقاف  
GENERAL AUTHORITY FOR AWQAF





# Team Experiences



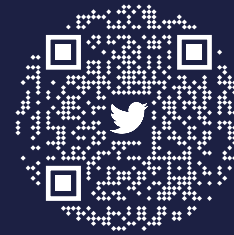
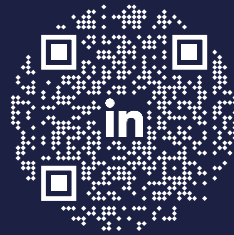
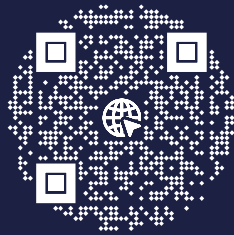
We have a team of professionals specializing in the areas of:

Strategy, Finance, Economics and Public Administration, Management and Healthcare, and Engineering; With extensive global experience in the private, public and social sectors. This expertise came from various projects in a number of countries with the following entities:





# Initiating Impact



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**Riyadh, Kingdom of Saudi Arabia**

**[www.impetus.sa](http://www.impetus.sa)**

2023