

# INTEGRITAS PEOPLE & BUSINESS (IP&B)



PURPOSE

MEANING

LEAD

IP&B

INTEGRITAS PEOPLE &  
BUSINESS

1-2-3 IS OUR PHILOSOPHY

**CORPORATE  
INNOVATION  
ADVISORY**



## **WE DO FOUR THINGS**

1. We help companies tackle their biggest and most pressing growth challenges.
2. We help companies become relentless innovators in their own right... capable of leveraging innovation to accelerate their future growth and drive the speed of their markets.
3. We help innovative entrepreneurs and startups to fulfill their goals.
4. We help angel investors, venture capital funds and investment houses to correctly assess the investment target. cal point, pivot, nerve centre. A center of activity or interest or commerce or transportation; a focal point around which events



## **THE TWO THINGS OF FOUR THINGS**

We do the first by leveraging innovation to connect businesses and their markets at entirely new levels.

We do the second by leading organizations in redefining their strategies, their cultures, their structures, and their processes to become fully-integrated and systemically-managed engines of innovation.

# ABOUT

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"INTEGRITAS PEOPLE & BUSINESS" (IPB) established in 2010 as a boutique business development consulting office, providing tailor-made platform for Business Development, Innovation In-Sourcing, Business Intelligence and Market Development Services. Within three years of intensive work, we established business development hub of comprehensive services and solutions for domestic and global customers needs, operating solid and reliable network of contacts from wide range of activities and sectors. Mr. Cobi Bitton, the founder and the CEO, has vast experience in business development at the international level and in areas of activity and operates an extensive network of business entities, governmental channels and opinion leaders. Cobi has extensive experience in the foundation of Innovation and excellence hubs as well as into the Israeli Start-Up Eco System and diverse business cultures. In October 2017, Cobi was appointed as the CEO of Israel-Greece Chamber of Commerce.

# WHO WE ARE

## Team:

Mr. Cobi Bitton, Founder & CEO

Mrs. Sherry Tabori-Korn, Project Manager

Mrs. Yafit Guri, Administration Affairs



# THE PROBLEMS WE SOLVE

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## Opportunity / Business Performance Challenges

Some of the most common challenges seen on the opportunity / business performance front include:

- The hunt for new strategies to kickstart growth – particularly in stagnant and saturated markets.
- The desire to expand internal thinking around new opportunities and how to attack them.
- The need for new PLUG 'n PLAY business & market strategies to reverse customer attrition and/or revenue decline.
- Recovery from failed product and service launches.

# WHY

Every day our clients and affiliates see the impact of change around them.

Trends, technology, market dynamics, culture, regulations and shifting business dynamics are constantly increasing their markets' expectations of the value they deliver.

Customers want new innovations that intersect where they are today and where they're headed tomorrow.

WE OPEN DOORS FOR YOU!

**WITH YOU**

WHAT SETS YOU APART?



# WHEN

Without an innovation strategy, different parts of an organization can easily wind up pursuing conflicting priorities—**even if there's a clear business strategy.**

- Sales representatives hear daily about the pressing needs of the biggest customers.
- Marketing may see opportunities to leverage the brand through complementary products or to expand market share through new distribution channels.
- Business unit heads are focused on their target markets and their particular P&L pressures.
- R&D scientists and engineers tend to see opportunities in new technologies.

**Diverse perspectives are critical to successful innovation.**

But without a strategy to integrate and align those perspectives around common priorities, the power of diversity is blunted or, worse, becomes self-defeating.

Would you like to learn more about our  
Innovation Strategy & Corporate Innovation  
Consultance Services?

## CONTACT US

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