



INCREMENTENTA

## Case Study: Paragraf

### Problem

Paragraf, an innovative materials science company specializing in graphene-based technologies, was finalizing their Series B investment round and needed a comprehensive two-year strategy to achieve their growth targets. However, they were struggling to find the time and resources to develop a winning strategy and sought an outside perspective to guide them through the process.

### Solution

Paragraf engaged Incremententa to develop a tailored strategy that would drive growth and help them to achieve the targets and outcomes expected of them from their investors. We utilized specific tools and techniques, such as our Prosper Plan and one-page strategy document, and closely liaised with senior executives to develop a comprehensive and actionable 2-year global expansion strategy.

By liaising with the senior executive and other key stakeholders, we developed a two-year Series B strategy that included identifying target markets, developing a product roadmap, creating a sales and marketing plan, and projecting financials. We then converted this into actionable Objectives and Key Results for years 1 and 2 ensuring that each department had specific measurable goals

### Outcome

By leveraging our outside perspective and expertise, Paragraf was able to develop a winning strategy that set them apart from their competitors and positioned them for long-term success.

Our tailored approach, combined with our industry expertise and collaboration with senior executives, helped Paragraf develop a comprehensive and actionable strategy together with specific and measurable operational targets that met their needs and exceeded their expectations.