



“Finance Atena Method®” - How to Create Successful Business Models

From entrepreneurial insight to a strategic roadmap for growth and value enhancement

How much value could your business generate if every decision were supported by a clear view of its effects?

THE BUSINESS MODEL IS YOUR COMPANY'S INVISIBLE ASSET

Every company creates value through a combination of choices, resources, relationships, and processes. This constitutes its Business Model: the factor that determines margins, competitiveness, growth potential, and value over time.

Often, however, this asset remains in the entrepreneur's mind: it is driven by experience and intuition but is not represented in a unified, measurable, and updatable way.

It therefore becomes difficult to understand which variables truly influence results, which critical issues limit development, and which decision might yield the best impact.

FROM ENTREPRENEURIAL KNOWLEDGE TO DIGITAL MODEL

Finance Atena Method® transforms the entrepreneur's knowledge into a strategic and operational tool.

The method integrates:

- **Strategic Analysis:** to define the company's success objectives.
- **Predictive Analytics:** to assess the impacts of a decision in advance.
- **Six Dimensions of Business Success:** to effectively assess the company and understand where to intervene.
- **Atena Finance Software Platform®:** to simulate future scenarios, evaluate investments, and optimize processes.
- **Artificial intelligence:** to conduct a contextual analysis.

The result is the **Digital Twin Business Model – DTBM®**: a dynamic digital representation of the business model, built upon internal and market variables and the relationships governing the enterprise.

WHAT IT LETS YOU SEE

Finance Atena Method® it helps you understand:

- where the company truly generates value and margins;
- which internal and market variables influence results;
- which critical issues hinder growth, efficiency, and competitiveness;
- which levers can increase the company's value;
- which decisions yield the most favorable outcomes;
- which future scenarios are the most robust, profitable, and sustainable.

Not merely a snapshot of the company, but a dynamic and reliable roadmap to guide decisions toward models of success.

HOW THE FINANCE ATENA METHOD® WORKS

01 - We Validate the “Business Idea”

We assess the relevance, consistency and opportunities of the Business Idea in relation to the market, the competitive landscape and the entrepreneur’s objectives.

02 - We Assess the “Brand” Positioning

We evaluate how consistently the Business Idea is reflected in the Brand and whether the Business Model is aligned with the Brand.

03 - We Analyse the “Business Model”

We identify strengths, inconsistencies, critical issues, areas for improvement, and opportunities for growth and value creation.

04 - We Build the “Digital Twin Business Model®” (DTBM®)

We translate the “Business Model” into an algorithmic digital representation of the variables and relationships that determine the company’s results.

05 - We Simulate “Forecast Scenarios”

We assess the impact of decisions, events and strategic assumptions to identify the most effective, profitable and sustainable course of action.

06 - We Structure the “Decision-Making Process”

We transform the entrepreneur’s experience and intuition into a structured, systemic and data-driven decision-making process. We help them recognise the biases and influences that may affect their choices and integrate the decision-making models used by leading entrepreneurs and investors. The aim is to make more informed, faster and more strategic decisions, reducing uncertainty and increasing control over the company’s future.

07 - “Systemic Strategic Plan”

We structure the Systemic Strategic Plan to support the company’s growth and value creation, transforming the entrepreneur’s Vision into tangible results.

FROM ANALYSIS TO DECISION-MAKING

With the Algorithmic **Business Model (DTBM®)** and **Predictive Analytics**, you can compare alternative scenarios before committing time, capital and resources, or missing valuable business opportunities.

You can assess, for example:

- a growth or consolidation strategy;
- a new investment;
- a change in the market;
- a new commercial or organisational decision;
- the impact of an external event;
- different development scenarios.

The **Finance Atena Method®** enables you to achieve:

- faster, more informed and data-driven decisions;
- a greater ability to anticipate risks and opportunities;
- greater control over growth, margins and results;
- identification of the levers with the greatest impact;
- a clear and practical path to increasing company value;
- a Strategic Plan that can be measured and monitored over time.

THE FINAL OUTCOME: YOUR SYSTEMIC STRATEGIC PLAN

A clear and actionable strategic direction, built around priorities, objectives and measurable indicators, to guide the company towards:

- stronger growth;
- higher profit margins;
- greater control;
- reduced critical issues;
- increased company value;
- faster, clearer and more informed decisions;
- sustainable development of the business model.