

# HAT Solutions

## Company Overview

The logo for HAT solutions. The word "HAT" is in a large, bold, dark blue sans-serif font, with the "A" having a smaller "T" nested within it. To the right of "HAT", the word "solutions" is written in a smaller, regular, dark blue sans-serif font.

### About Us:

HAT Solutions is a dynamic consulting firm specializing in comprehensive business development, market expansion, and strategic execution. With a proven track record, we empower businesses by uncovering hidden opportunities, overcoming critical challenges, and driving sustainable growth.

Our team utilizes a technology-driven approach, coupled with a visionary mindset, to help clients visualize and achieve possibilities beyond traditional boundaries. Whether through market entry strategies, operational efficiency improvements, or innovative project launches, we transform ambitious visions into tangible realities.

---

# Our Expertise and Services

## Core Competencies:

- **Business Development:** Identifying and maximizing growth potential through targeted strategies.
- **Market Expansion:** Guiding successful entry and scaling into new geographic and vertical markets.
- **Strategic Advisory:** Providing insightful, actionable guidance tailored to unique business challenges.
- **Operational Structuring:** Developing efficient operational frameworks for scalable business growth.
- **Technology Integration:** Leveraging the latest technologies to streamline and enhance client operations.
- **Solution-Oriented Consulting:** Proactively identifying problems and delivering strategic, effective solutions.

---

# Key Project Portfolio

## Friendly Fire Advisory and Franchise Expansion



Friendly Fire is an international gaming café franchise originating from Croatia, founded in 2017 in Zagreb. The brand has rapidly expanded across Europe and Latin America, establishing itself as a leader in esports and social gaming. Known for innovative technology use, including dynamic pricing, gamified customer engagement, and a proprietary digital currency known as Friendly Fire Coins, Friendly Fire has significantly enhanced customer experiences and operational efficiency.

Jozo Kosir, owner of HAT Solutions and member of Friendly Fire's advisory board, has played a pivotal role in the franchise's development. His contributions include designing the financial framework for the Friendly Fire Coins system, now a cornerstone of the franchise's value proposition.

- Developed the financial architecture of the Friendly Fire Coins system, enabling gamified and efficient payment processes across all franchise units.
- Advised on franchise scalability and revenue models, ensuring operational feasibility and profitability for new international locations.
- Participated in the advisory board, providing strategic input on long-term business planning and growth acceleration.

## Hotel A'mare – Zadar



Hotel A'mare is a 115-room modern hotel in Zadar, featuring a large restaurant and several guest facilities. HAT Solutions played a key role in preparing the hotel for successful market entry, providing full-spectrum advisory services from construction planning to operational readiness.

As a Hospitality Consultant, Jozo Košir supported the investor group with a wide range of pre-opening tasks, including organizational setup, supplier selection, and workforce planning. His involvement ensured that Hotel A'mare launched on solid operational and strategic foundations.

- Advised investors on construction plans, facility layout, and hotel concept alignment.
- Assisted in forming the hotel management structure and operational departments.
- Oversaw staff hiring and supplier negotiations.
- Designed operational workflows, including housekeeping and restaurant systems.
- Contributed to the hotel's strategic positioning and smooth market launch.

## Hotel Materra – Čepin, Osijek

### MATERRA



Hotel Materra is a high-end hospitality project located in Čepin, Osijek, envisioned as a flagship destination for travelers seeking refined experiences in Slavonia. HAT Solutions has played a foundational role in every phase of this project, ensuring that its vision is not only realized but elevated to European standards.

As Consultants, was deeply involved in the strategic, organizational, and operational development of the hotel. Our work focused on establishing a comprehensive plan to guide the hotel from concept to grand opening, with special emphasis on guest experience design, team formation, and long-term operational sustainability.

- Designed the hotel's concept and contributed to architectural and functional planning.
- Structured the organization and built operational departments from the ground up.
- Developed standards and procedures for guest services, wellness, and housekeeping.
- Led revenue management, pricing models, and market positioning strategy.
- Oversaw pre-opening processes, staff recruitment, and supplier negotiations.

## Mandeks - MX Automation



HAT Solutions provided consultancy for Mandeks, supporting the development of their MX Automation project. Our role involved tailoring Mandeks' automation solutions specifically for the hospitality sector and assisting in strategic market expansions.

- Guided the product development to align MX Automation functionalities with hospitality industry needs.
- Identified and facilitated opportunities for market expansion and strategic partnerships.
- Provided strategic input on product positioning and customer engagement.
- Supported Mandeks in enhancing their smart home and building automation solutions tailored for hotel and hospitality usage.

---

# Strategic Partnerships and Alliances

## Zoteh – Strategic Marketing Partnership



HAT Solutions is a strategic partner and co-developer with Zoteh, a Zagreb-based growth marketing agency known for its proprietary MAOIO Opportunity Generation methodology. Through this collaboration, HAT Solutions enhances its business development and go-to-market strategies for clients by integrating Zoteh's data-driven and automation-backed growth tools.

Zoteh brings deep expertise in marketing takeover, consulting, branding, high-end web development, and sales pipeline acceleration. As strategic allies, HAT Solutions and Zoteh jointly craft turnkey business and marketing solutions that generate high-ticket deals and sustainable client growth.

- Joint development of business pipelines using Zoteh's Opportunity Generation system.
- Collaborative execution of high-impact growth marketing strategies.
- Shared implementation of automated sales and lead generation tools.
- Co-creation of e-commerce solutions through webshop leasing and digital infrastructure.
- Partnered branding, SEO, copywriting, and digital storytelling for client projects.

## Free Motion Partnership



HAT Solutions collaborates with Free Motion, a professional networking company from Bosnia and Herzegovina specializing in "LUX Business Concierge" services. This partnership focuses on enhancing business consulting, development, networking, and event management, creating a sustainable business environment.

- Collaboration on Business Bar services for business consulting and development.
- Jointly facilitating networking opportunities and events through Business Club services.
- Connecting ambitious young professionals and leaders for sustainable business growth.
- Inspiring leadership and fostering business excellence through targeted events and programs.

## Manager.ba Portal Development



Kristijan Marić, our lead development manager, contributed to the development of Manager.ba, a leading financial and business information portal in Bosnia and Herzegovina. Through this initiative, we facilitated connections with prominent managers, investors, and thought leaders, significantly enhancing the platform's market reach and influence.

- Assisted in platform strategy development to ensure comprehensive coverage of financial and business topics.
- Enabled strategic access to high-level managers and investors.
- Strengthened the portal's reputation as a credible source of business insights and market analysis.
- Enhanced portal visibility and user engagement through targeted content and networking.

## Žito Company, Osijek



HAT Solutions collaborated with Žito, one of Croatia's leading agricultural and food production companies, on multiple strategic initiatives to bridge their core business with emerging opportunities in hospitality, sustainability, and international trade.

Our support included the development of Žito's hospitality projects—helping translate agricultural resources into tourism-ready concepts. We also introduced future-facing business models such as CO2 credit trading, recognizing the environmental potential of agricultural operations. Additionally, we facilitated international sales partnerships and vendor connections to expand the reach of Žito's products into the Middle East and Italy.

- Guided the strategic development of Žito's hospitality ventures linked to their agricultural assets.
- Supported exploration and structuring of carbon credit trading opportunities.
- Facilitated sales and market entry for Žito food products in the Middle East and Italy.
- Introduced and negotiated with new vendors and distribution partners.
- Strengthened integration between agriculture and emerging business models in tourism and sustainability.

## Corvus Pay



HAT Solutions partnered with Corvus Pay, Croatia's first licensed fintech payment service provider, to improve digital payment systems for our clients. This collaboration enabled businesses to adopt secure, scalable, and user-friendly payment infrastructures aligned with modern digital trends.

- Integrated Corvus Pay as a payment solution for hospitality and service-based businesses.
- Advised clients on technical setup and system integration across multiple platforms.
- Helped optimize user experience in online checkout and mobile payment flows.
- Provided fintech strategy consultation to increase transaction efficiency.
- Supported partnerships between Corvus Pay and SMEs entering digital markets.

## Siemens Energy Partnership



HAT Solutions maintains a strategic partnership with Siemens Energy, collaborating on major energy projects and serving as a distributor of Siemens products and solutions across the European and African markets.

- Joint development and implementation of energy infrastructure projects.
- Distribution and integration of Siemens' cutting-edge energy solutions.
- Strategic alignment on renewable energy initiatives and technological innovations.
- Expanded market presence and strengthened operational capabilities in Europe and Africa.

---

# Innovative Projects and Future Ventures

## Large-Scale Solar Power Development in Montenegro



**PERUN**ENERGY

Perun Energy is a renewable energy development company and sister company to HAT Solutions. The company focuses on the development of utility-scale solar photovoltaic (PV) projects across Montenegro, capitalizing on the region's favorable Mediterranean climate and high solar potential.

With a portfolio of six major solar developments totaling over 774 MW of planned installed capacity and spanning more than 750 hectares of land, Perun Energy is a key player in Montenegro's clean energy transition.

Perun Energy provides strategic consulting, project management, land acquisition, and regulatory support. The firm is recognized for its excellence in engineering, legal structuring, and environmental compliance—positioning it at the forefront of Montenegro's sustainable energy future.

- Active development of over 774 MW in solar capacity across Montenegro.
- Led by a multidisciplinary team with deep expertise in land acquisition, grid studies, and permitting.
- Partnered with HAT Solutions on business development, investor engagement, and project viability modeling.
- Committed to contributing to regional energy independence and green transition strategies.

## Data Center Development in Dalmatia



HAT Solutions is strategically partnered as a developer in an advanced, AI-focused 30+ MW data center project located in Dalmatia, near Split, Croatia.

The facility is designed to support both traditional data storage and high-performance GPU-based infrastructures specifically aimed at accelerating AI and machine learning workloads. HAT Solutions' comprehensive role includes market analysis, technical feasibility studies, site planning, power management strategies, and negotiations for land acquisition and exclusivity agreements.

- Conducted extensive market research to define the optimal mix of traditional and GPU-based infrastructure.
- Managed negotiations with local authorities and landowners to secure prime real estate with strategic connectivity advantages.
- Developed infrastructure plans that integrate advanced cooling solutions and sustainable energy sources.
- Engaged with international investors and technology providers to secure funding and cutting-edge equipment.
- Positioned the data center as a key infrastructural asset, enhancing regional attractiveness for global tech companies and investors.

## KOSIR Energy B2C Energy Distribution Solution



HAT Solutions is currently developing an innovative B2C (Business-to-Consumer) energy distribution model that aims to fundamentally transform how energy is delivered and consumed across Europe. This new solution is being designed to directly connect renewable energy sources with end-users—households, businesses, and micro-prosumers—through a transparent, tech-driven ecosystem.

The platform will incorporate smart metering, AI-powered energy forecasting, real-time usage analytics, and dynamic pricing mechanisms to empower consumers with full control over their energy usage and costs. KOSIR Energy is integrating blockchain-based transparency for energy transactions and credits, and will include support for future integration with carbon offset markets and peer-to-peer energy trading.

Currently in the development phase, with launch anticipated in late 2026, this project represents a bold step toward decentralization, sustainability, and digital transformation in energy. It will also be a commercial extension of HAT Solutions' broader work in renewable energy infrastructure and regulatory reform.

- B2C energy platform integrating AI, smart metering, and real-time analytics.
- Designed to support dynamic pricing, carbon credit tracking, and peer energy trading.
- Offers full consumer transparency and control over energy consumption.
- Built as a scalable model adaptable to multiple European energy markets.
- Scheduled for initial launch in Croatia, expanding regionally by 2027.

---

## Why Choose HAT Solutions?

- **Visionary Leadership:** We identify opportunities others miss and lead clients through unexplored territory with strategic foresight and innovative thinking.
- **Proven Track Record:** Our portfolio spans hospitality, renewable energy, digital infrastructure, and fintech, with successful executions across Southeast Europe.
- **Technology-Driven:** From AI-powered energy platforms to smart PMS integrations, we use cutting-edge tools to optimize and future-proof our clients' operations.
- **Market Intelligence:** We combine on-the-ground insight with global trends to help clients make informed, bold business decisions.
- **Customized Approach:** Every client receives a tailored roadmap—no templates, no shortcuts—built to fit their goals, constraints, and vision.
- **Cross-Sector Expertise:** Our multidisciplinary capabilities enable us to connect dots others miss, creating synergy across industries like energy, hospitality, tech, and agriculture.
- **Execution Excellence:** We don't just advise—we execute. Our hands-on approach ensures plans are realized and measurable outcomes are achieved.

---

### Contact Us:

**Jozo Kosir**  
CEO

**Kristian Marić**  
Business Development Manager

 +385 95 534 2069

 (BIH) +387 63 573 227

 jk@hat.hr

 (HR) +385 99 853 3550

 km@hat.hr