

**DECIDEACT**

DecideAct  
Make your  
corporate strategy  
happen



Most leaders – regardless of company size  
and type of business – find it hard to make  
their strategies happen

Three out of four strategies  
are not executed  
or do not reach their goals  
resulting in millions of dollars of  
lost potential revenue every day

# Classic problems when executing a strategy



There is no systematic approach to ensure strategic alignment



Strategy follow-up is old-fashioned, manual and not tangible



Employees are uninvolved and cannot see how they can contribute to the strategy



Executives and boards have no measurable way to monitor strategy execution

# OUT WITH OLD IN WITH NEW





DecideAct provides an infrastructure for your strategy with top-down governance and bottom-up engagement





DecideAct is like GPS  
for your strategy

*DecideAct engage the  
entire organization  
reaching its business  
goals*

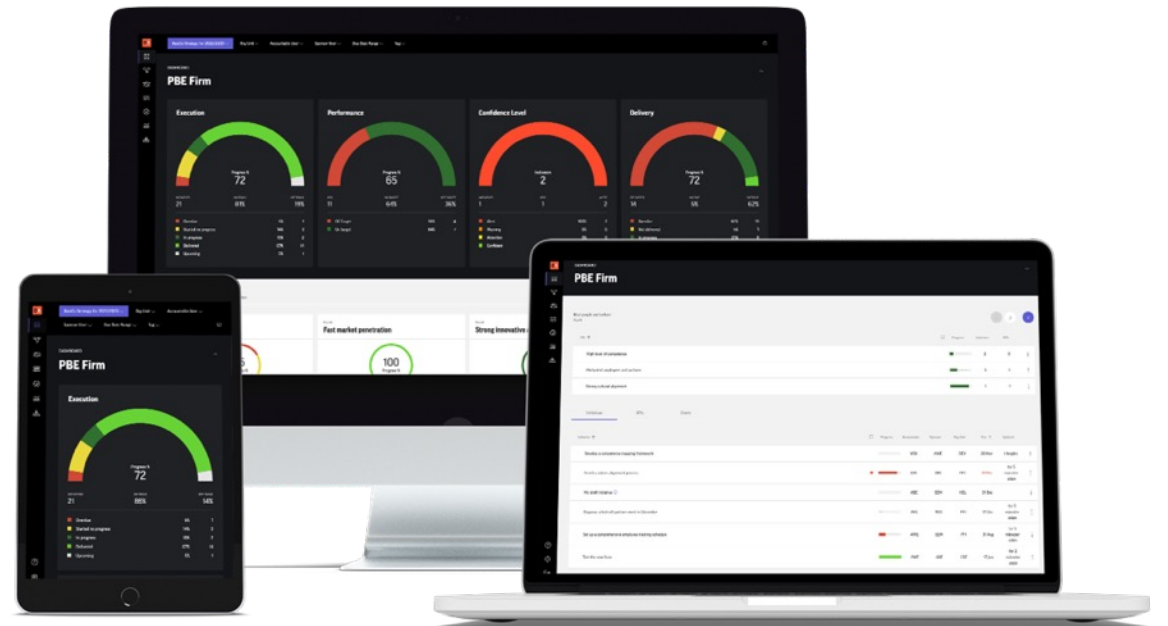
# SERIOUS STRATEGIC GOVERNANCE AND LEADERSHIP

- to make sure that the strategy is implemented

Ensures the best possible strategic and stakeholder governance around the overall strategy. With the possibility of:

- Quick decision-making
- Early warnings Consistent follow-up
- Effective execution
- Flexible adaptation along the way

The platform makes it possible to follow every action from government level over various public authorities and other actors to the individual citizen.





# DIGITAL INFRASTRUCTURE

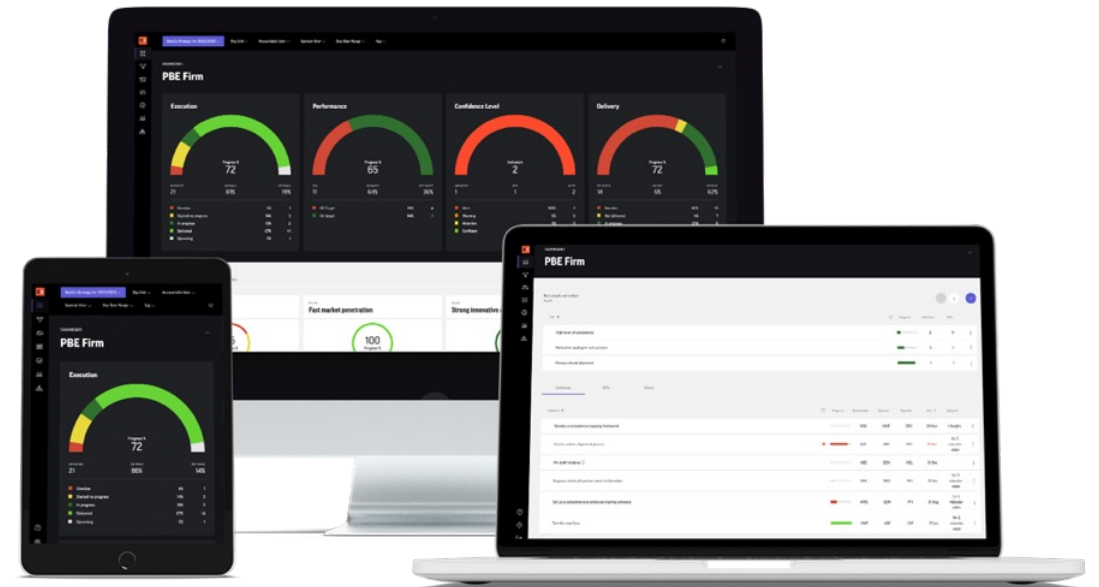
## - for the strategy execution

Contributes to enhancing quality and speed in the execution of the strategy, whilst ensuring the best possible stakeholder governance and communication.

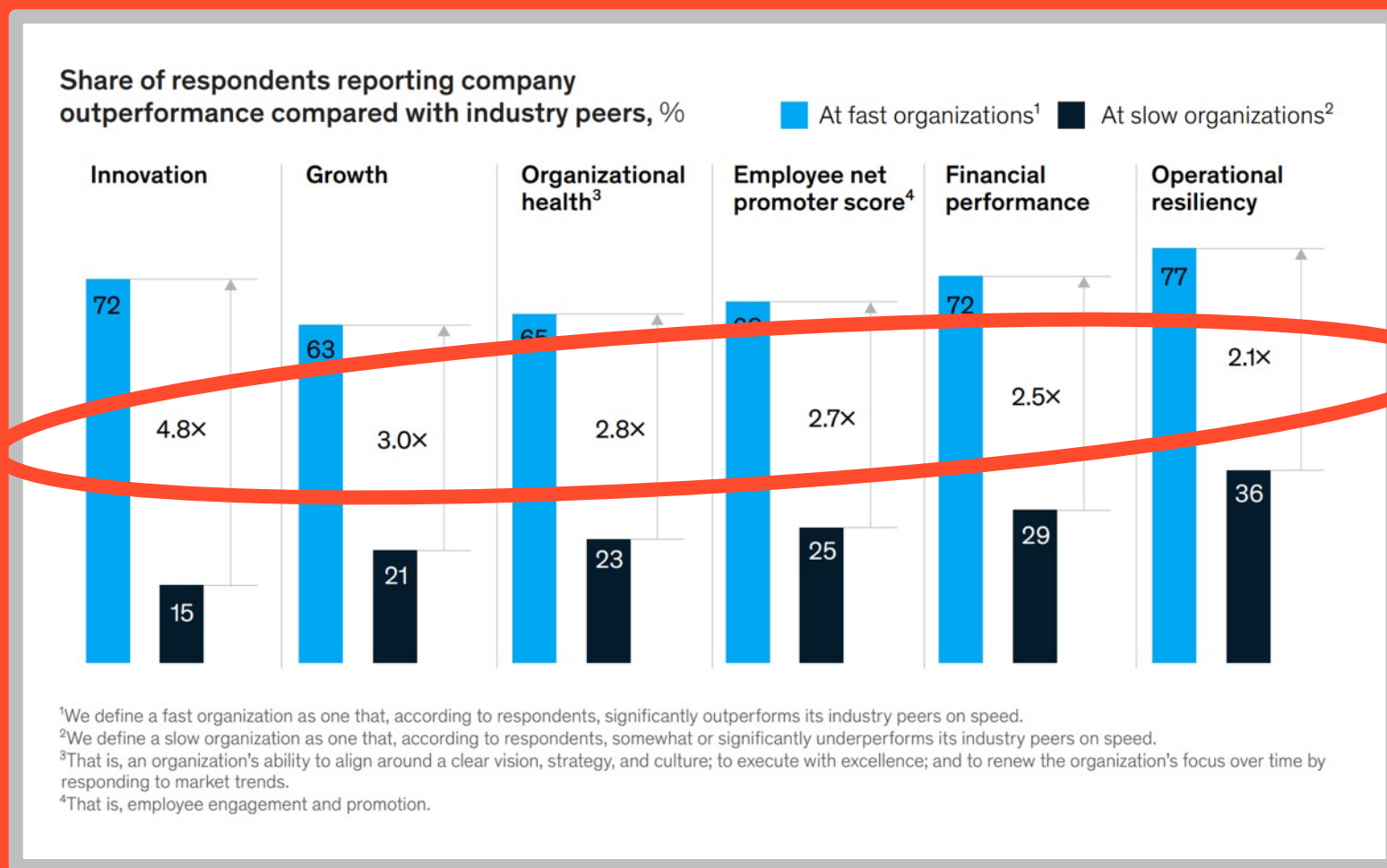
The solution support the company to:

- Manage the execution of the company strategy efficiently
- Create transparency in strategic initiatives
- Facilitate stakeholder alignment and communication
- Keep momentum in strategic project execution
- Enable early warnings of risks and deviations
- Ensure consistent follow-up
- Adapt to changes when required

The platform makes it possible to ensure all stakeholders are contributing in the best possible ways to the overall goals of the strategy.



# MAKES IT POSSIBLE TO OUTPERFORM INDUSTRY PEERS



Source:

"The need for speed in the post-COVID-19 era – and how to achieve it", by Aaron De Smet, Elizabeth Mygatt, Iyad Sheikh, and Brooke Weddle

McKinsey & Company, September 9, 2020

A background image showing two men in an office setting. The man on the left is wearing a light blue sweater and is looking at a laptop. The man on the right is wearing a dark polo shirt and is smiling while looking at a laptop. They are both sitting at a desk with papers and a desk lamp. The image has a dark, semi-transparent overlay.

# MISSION

# TRANSFORM STRATEGY INTO ACTION





**VISION**

# **MODERNIZE LEADERSHIP THROUGH TECHNOLOGY**

A background image showing two men in an office. One man is sitting at a desk with a laptop, and the other is standing next to him, both smiling. The image is dimmed to serve as a background for the text.

# THE GOAL

**BECOME A DOMINANT PLAYER  
OWNING THE  
KNOWLEDGE DOMAIN**



# Value Proposition

**ENGAGE THE ENTIRE ORGANIZATION  
REACHING THE BUSINESS GOALS**



# ACHIEVEMENTS

- DecideAct passed DKK 10 million in ARR
- 2022 marked the end of DecideAct's first 10x growth journey
- Several contracts won through partnerships
- Expanding the pipeline through data-driven marketing
- Wheels turning – inbound sales
- On par with or ahead of the competition

# THE CORE FOCUS NEXT 18 MONTH & USE OF FUNDS

- **Sales Activation in the public sector** in Denmark and Iceland as a potential game-changer
- **Strategic partnerships for growth** – modernizing consulting through technology
- **Artificial Intelligence (AI)** and Large Language Models to help organizations better develop and execute the strategy of the future.
- **Break-even in 2024** and continuous growth

**DECIDEACT**

INVEST IN  
DECIDEACT  
AND  
Make strategy  
walk the talk

