

**Balagile**

We build a brand  
portfolio based  
on AGILE and  
LEAN with our  
proven content  
engine

18 years of knowledge turned into a selfgenerating  
synergy of connected products and services

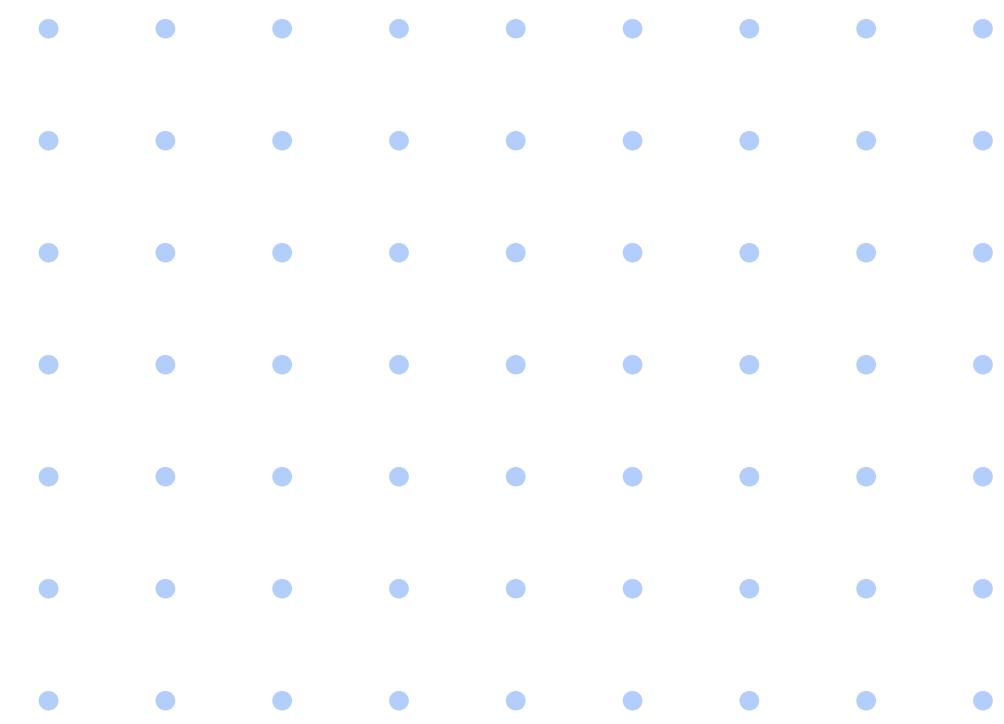


Hi, I'm Bala,  
Agile transformator, coach, and trainer.

I built a portfolio of Agile related  
companies in the last 18 years.

My expertise:

- SME transformation
- Value chain and process management
- Agile transformation: team, program  
and portfolio levels
- Product development
- Agile contracting



Win the time-to-market  
competition **with Agile!**

# Portfolio



training  
Product Owners

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training  
Scrum Masters

[Go to web!](#)



remote rapid  
consultancy service

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making contracts and  
legal departments  
agile compatible

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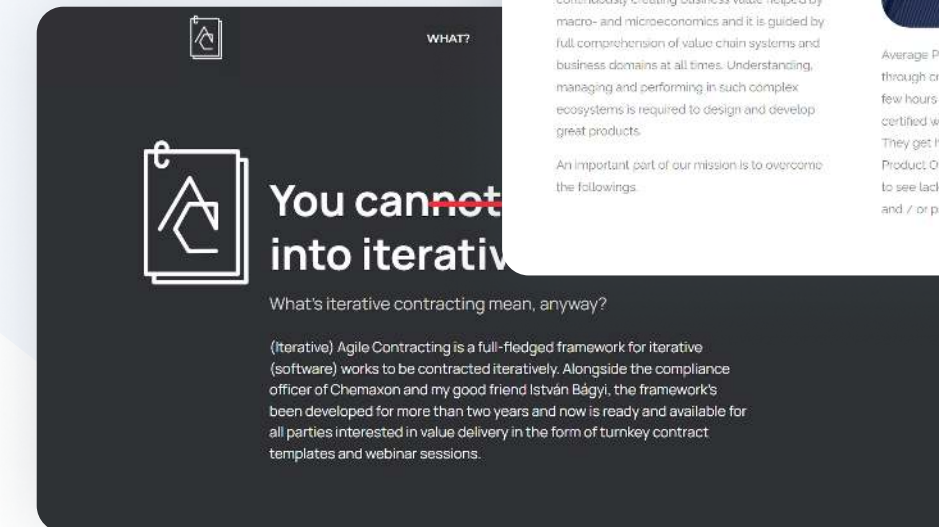
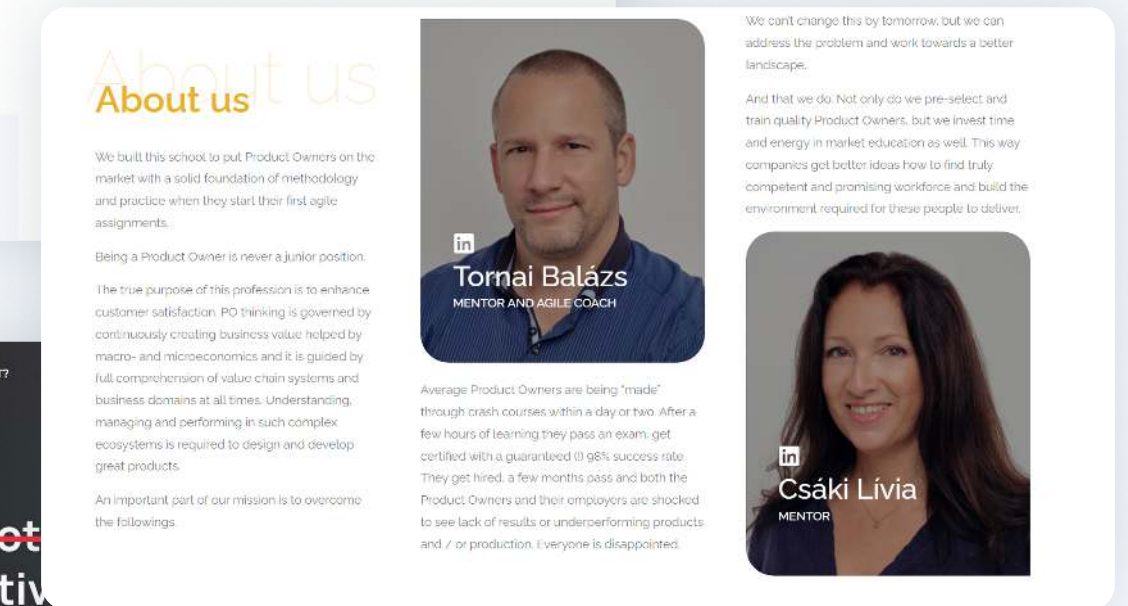
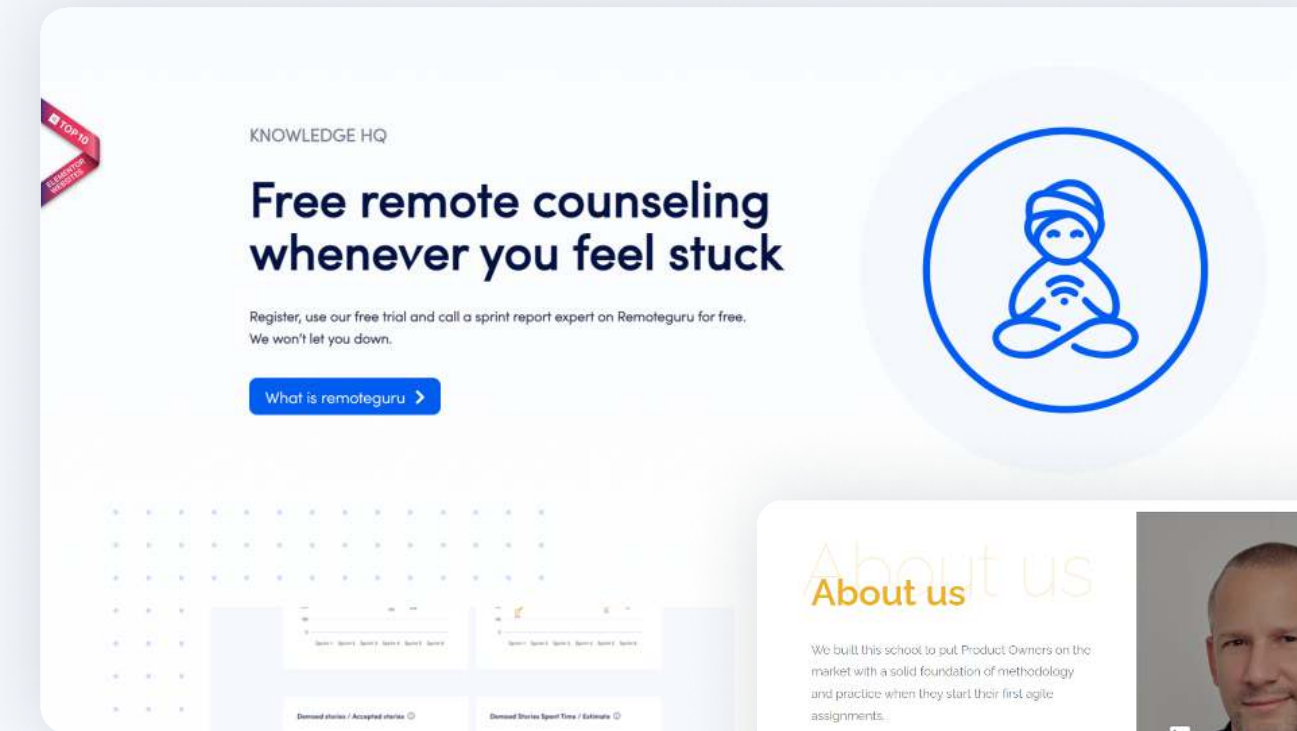
implementing the  
economic view and  
mathematics into agile  
product management  
and organisation  
development

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a compromise free agile  
ready and professionally  
proven team level reporting  
system valid also for classic  
project teams and  
managers as well

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## Win the time-to-market competition with Agile!





Website



Website blog



LinkedIn page



Facebook page



# Content types

We strive to mutate a content item for the channel mix, so that we can make the most from our ideas and from the system:

All of the products are separate, individual entities, using the same brand and content engine, crosspromoting each other.



Written blogs, posts



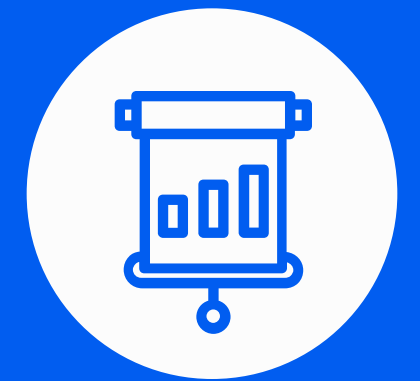
YouTube playlists



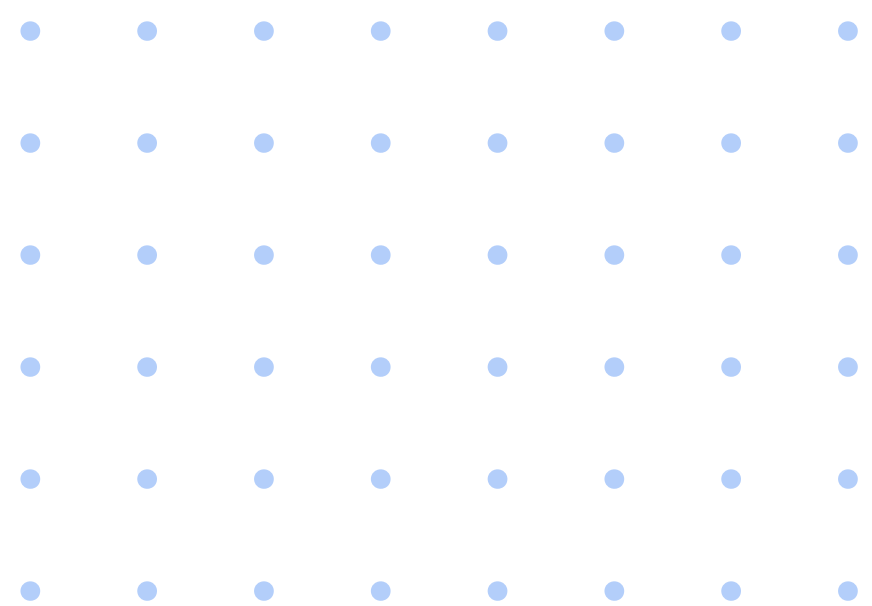
Info pages / one pagers



Spotify records



Conference presentations





Website



Website blog



LinkedIn page

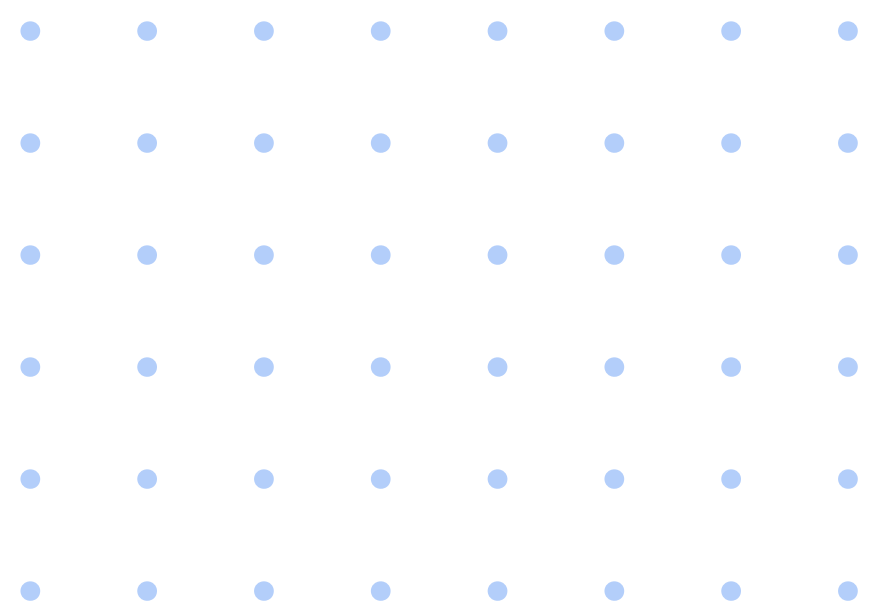


Facebook page



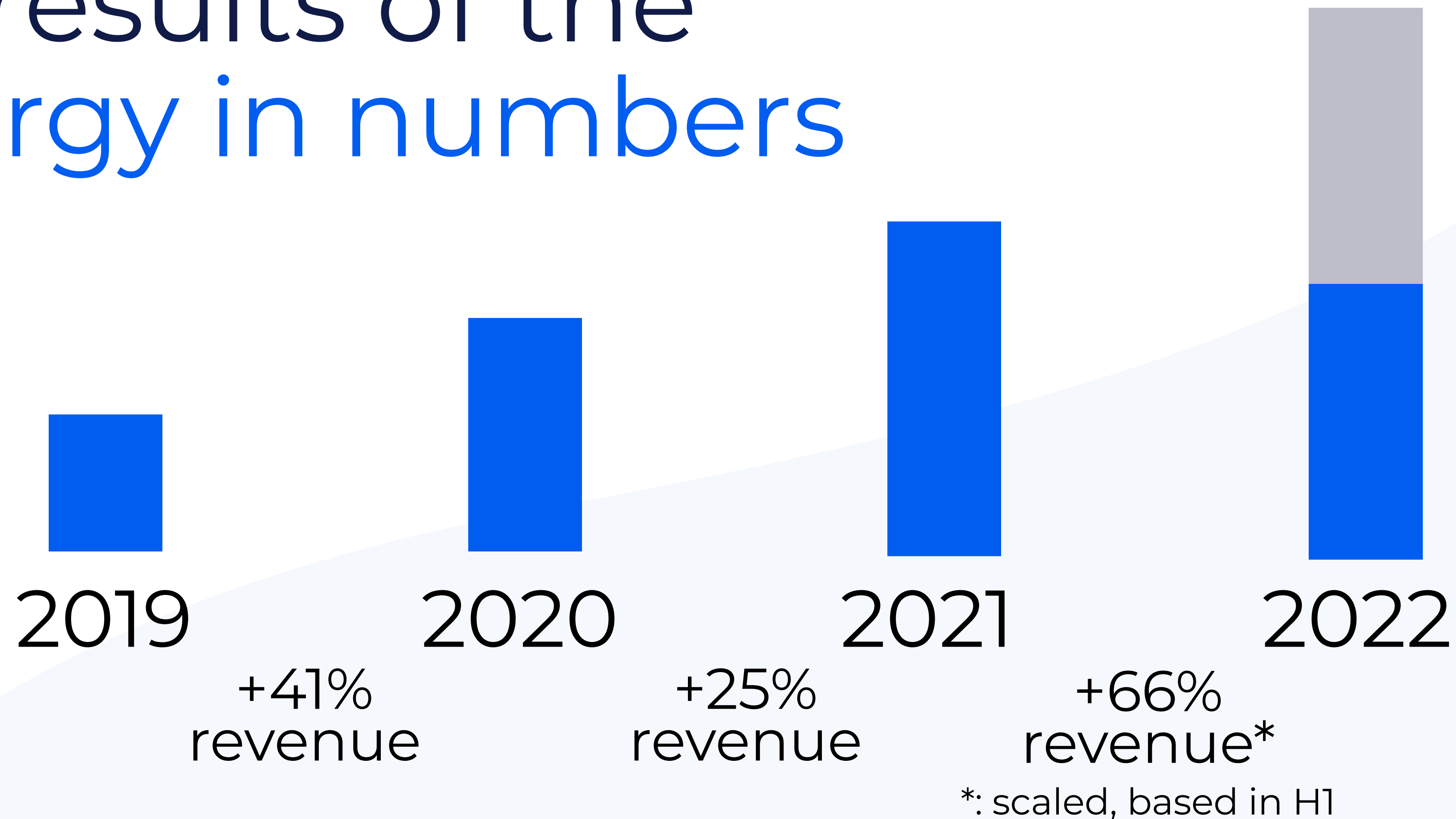
# Paid digital services in use for managing promotions

All of the products are separate, individual entities, using the same brand and content engine, crosspromoting each other.



- ✓ Google ad
- ✓ Facebook ad
- ✓ LinkedIn campaigns
- ✓ Twitter ad
- ✓ Content distribution robot
- ✓ Graphics team to support the content mix
- ✓ Studio and after jobs for YouTube
- ✓ Comprehensive marketing dashboard
- ✓ SEO expert
- ✓ Other monthly services e.g.: bookedforus, miro, googlesuite, robots, domains, and other subscriptions

# The results of the synergy in numbers



**39 SMEs in 3,5 years**

# We are looking for new partners and portfolio members in Europe.

## What we offer

- ✓ Building together a new businesses based on proven methods
- ✓ Content and marketing engine
- ✓ Network and other resources
- ✓ Mentoring and coaching
- ✓ Agile methods



## What we are looking for

- ✓ Agile and Lean consultants, freelancers
- ✓ Knowledge of the local market and culture
- ✓ Innovative thinking
- ✓ Ready for bold moves
- ✓ Ready to learn and grow



Interested?  
Get in touch with us!  
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