



firstmovers®

BUSINESS INTELLIGENCE



WE CREATE
DISRUPTIVE
SOLUTIONS
BASED ON
GLOBAL TRENDS



**Economic
Intelligence**



**Market
Research**

COMPLEX
PROBLEMS,
**INTEGRAL
SOLUTIONS**





We are a company in economic intelligence

providing strategic solutions to organizations in expansion process. We offer key information for industry leading companies that innovate and grow in mass markets or new niches to consolidate their operations.

When these companies need to adapt quickly to change, **they look for us because of our high-value-added and high-impact solutions expertise and effectiveness.**





OUR PURPOSE IS TO CONTRIBUTE TO THE DEVELOPMENT OF A SUSTAINABLE WORLD,

through collaborative work with our clients;
we look for business **objectives**
achievement while providing wellbeing to
our stakeholders and leave a positive
footprint in the environment.

WE ARE **conscious of** **global phenomena**

Before a global market characterized by uncertainty, the complexity of processes and the speed of social, economic and geopolitical changes, **we base our activities on 6 capabilities that allow us to develop sustainable expansion strategies:**

INQUIRE into the context to understand and support our solutions.

FOCUS
on the target

THINK CREATIVELY to evaluate and define action scenarios

ADAPT collaborative models and new technologies

COMMUNICATE to inspire and build teams

THINK CRITICALLY to evaluate results



**COMERCIAL
SOLUTIONS**
FROM BUSINESS
INTELLIGENCE



ADA

DATA AS A SERVICE

Successful business decisions are analyzed based on **data from the economic, political, social, environmental and legal environment**, as well as from the operation of the organization and the **project's own data**. With these conglomerates of **data -big data-** and actionable information **-business Intelligence-** at **First Movers** we integrate into the analysis a vision with an economic, financial and risk mitigation approach, to validate or reorient business strategies.



¿HOW DO WE DO IT?

We add value to the **data generated within a company**, through the extraction, curation and analysis of internal and external data related to the industry, which favor strategic decision making.

- DATA GATHERING
- DATA CURATOR
- DATA SCIENCE
- INSIGHTS FACTORY
- BUSINESS VALUE GENERATION

METODOLOGÍAS

Snowflake

Alterix

Tableau

Kodeefree

NeoJ4

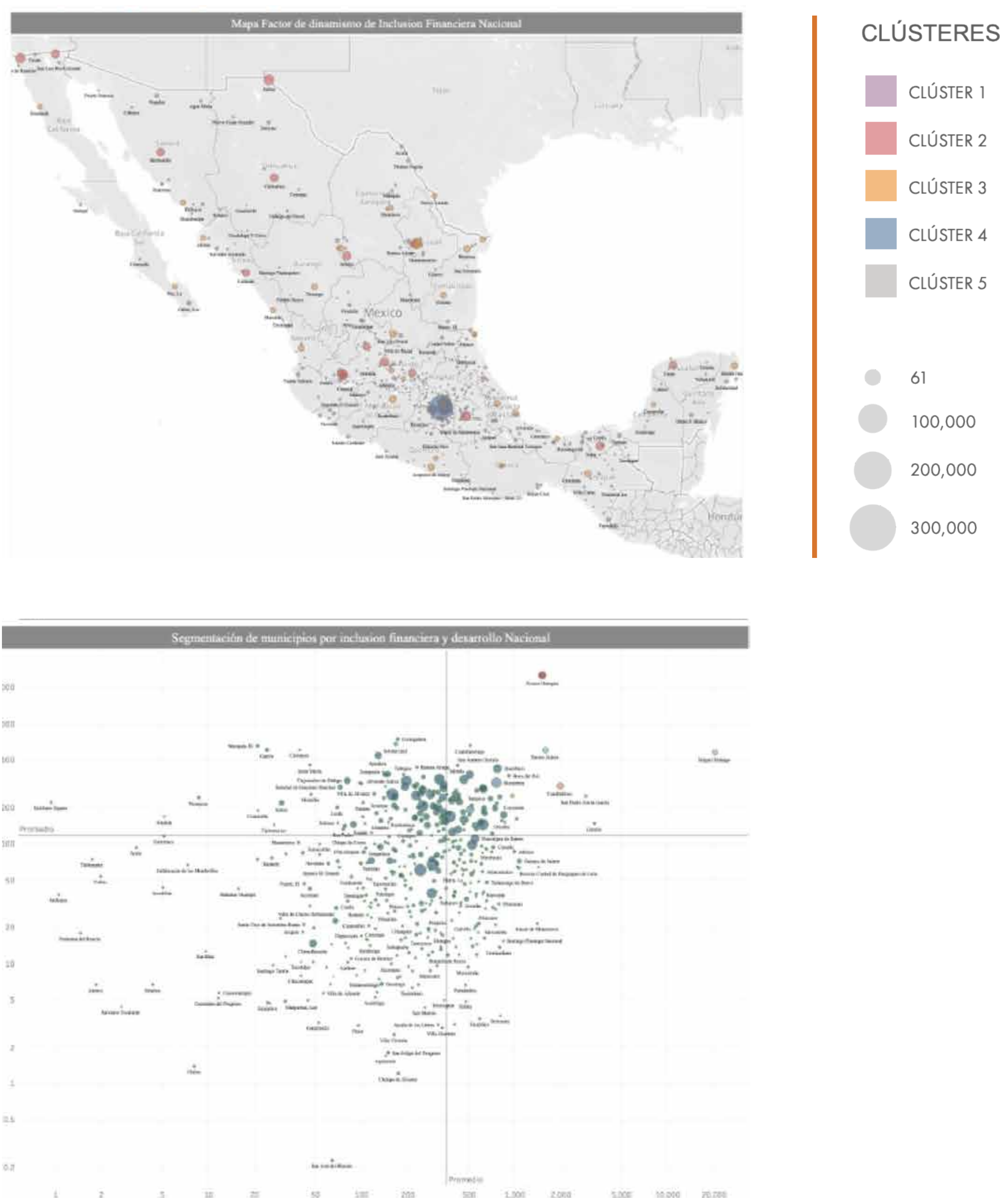
Gu Trade



IMMERSIVE CONSULTING

Through a process of immersion, our team of professionals of the highest level, develops a diagnosis to identify the business problem, as well as the levers that activate its consolidation, in order to develop effective strategies for expansion. We also identify the key players that will be key to create the necessary alliances to ensure an effective implementation of the work plan.

Inclusión financiera y desarrollo



MARKET RESEARCH

We compile reliable **market research** for companies that want to be competitive. By gaining up-to-date knowledge of the target audience, our clients can make more informed decisions when it comes to products or services, human resources and territories or markets.

At First Movers integrate strategic indicators into our market research such as:

- DESK RESEARCH
- MARKETING AND SALES
- PRODUCTS AND PRICES
- DISTRIBUTION
- CLIENT AND CONSUMERS



• STRATEGIC LOCATION

Opening of points of sale

Supply and demand analysis

Competitiveness studies

Technical feasibility studies

Profitability and ROI

METODOLOGÍAS

Need States
H&P (hábitos y practicas)
U&A (usos y actitudes)

Shopper Journey
& Triggers

Digital
panels

Focus
group

In-depth
interviews

Online
communities

Digital
Anthropology

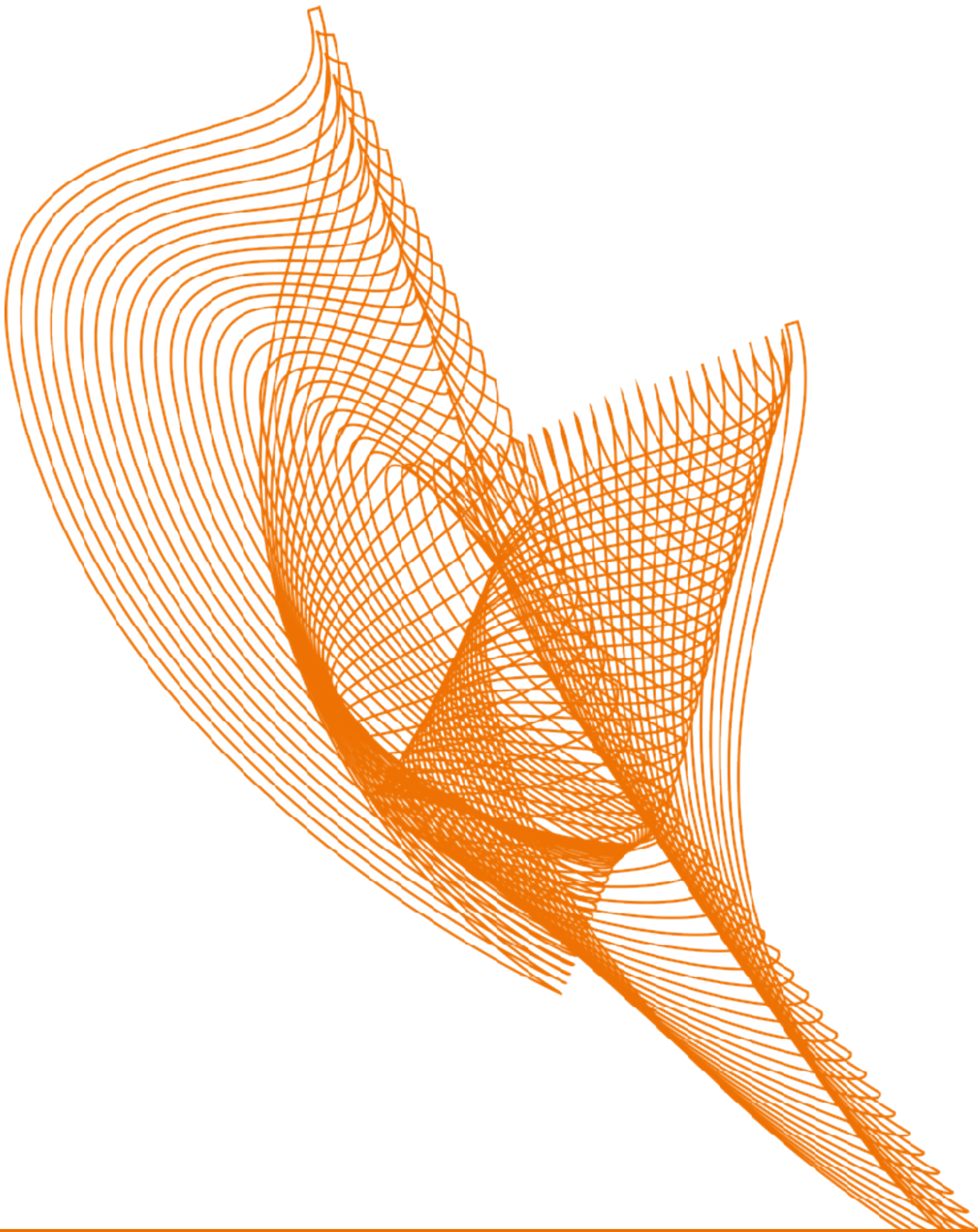
UX Research

Social
listening

Big data
analysis

Predictive
modeling

Artificial
intelligence

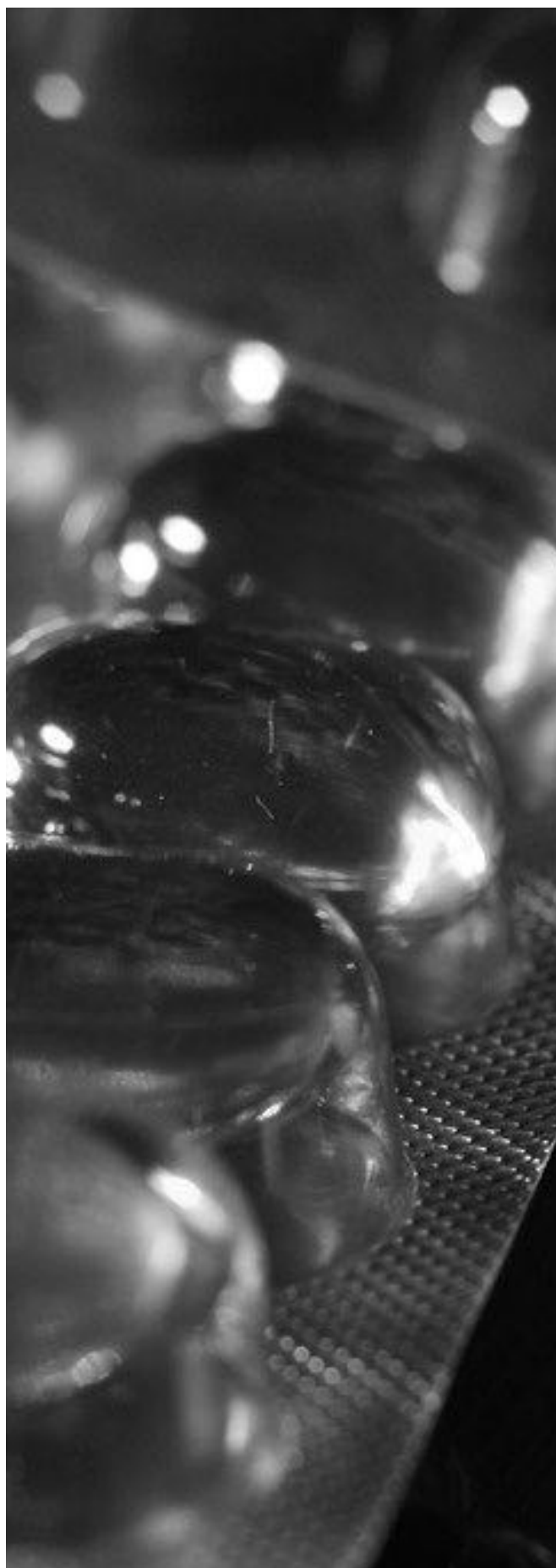


WE GENERATE SUSTAINABLE EXPANSION STRATEGIES

Years of success stories in different sectors and industries support our work.

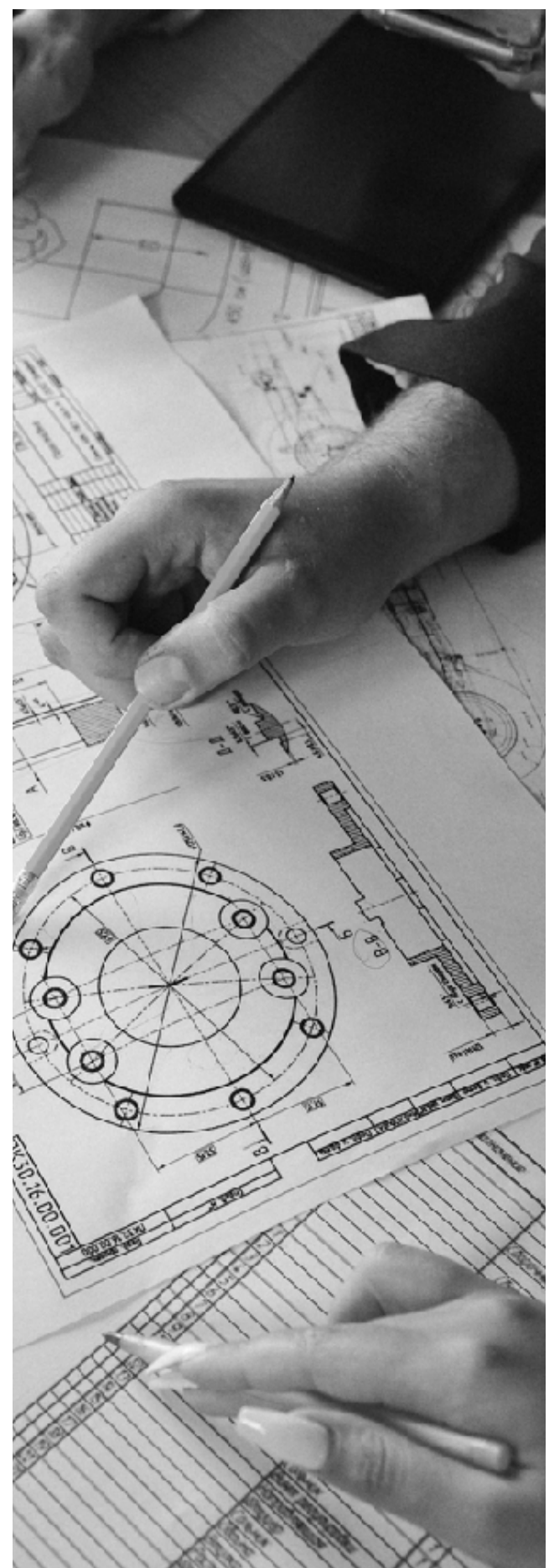
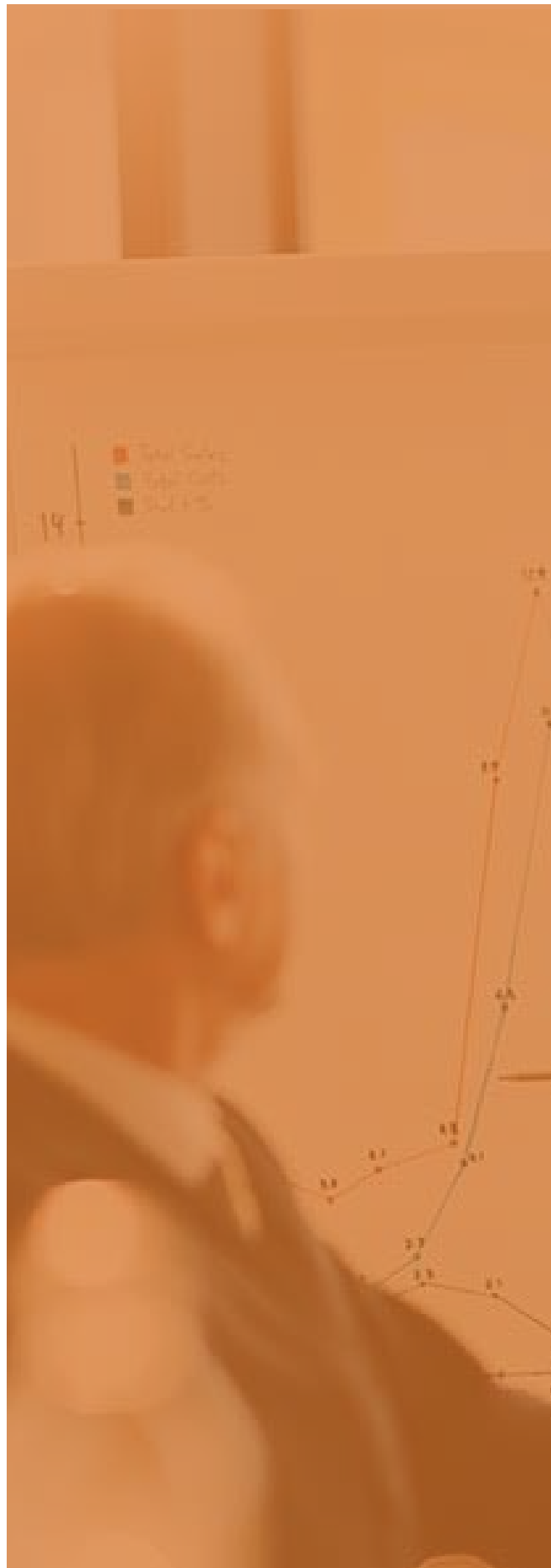
DEPARTAMENTA RETAIL, SELF-SERVICE AND COEXISTNACE

- **Market intelligence**
- **Análisis of point-of sale** performance
- **Integration of online** and offline strategy
- **Trade Marketing Consulting**
- **Correct selection of new locations**
- **Introduction of products** to the modern and traditional channel



MASSIVE CONSUMPTION

- **Quantitative economic** and market analysis
- **Studies of own and competitors' products/services**
- Feasibility for **business expansion**
- **Data integration** for appropriate and reliable decision making
- Definition of **opportunity areas and business strategies**
- **Optimization of routes and location of territories for market expansion** and supplier network



INDUSTRIES

- **Economic** analysis
- **Digital innovation** for efficiency and risk mitigation
- **Social impact studies and programs** (baseline, environmental impact, environmental
- **Estudios y Programas Ambientales** (baseline, environmental impact, environmental adaptation and management, domestic water, etc.)
- **Remedies**
- **Institutional communications** for stakeholders



FINANCE SECTOR

- **Solutions for the development of algorithms** in the logistics area
- Database **processings and standardization**
- **Geolocation of potential customers**



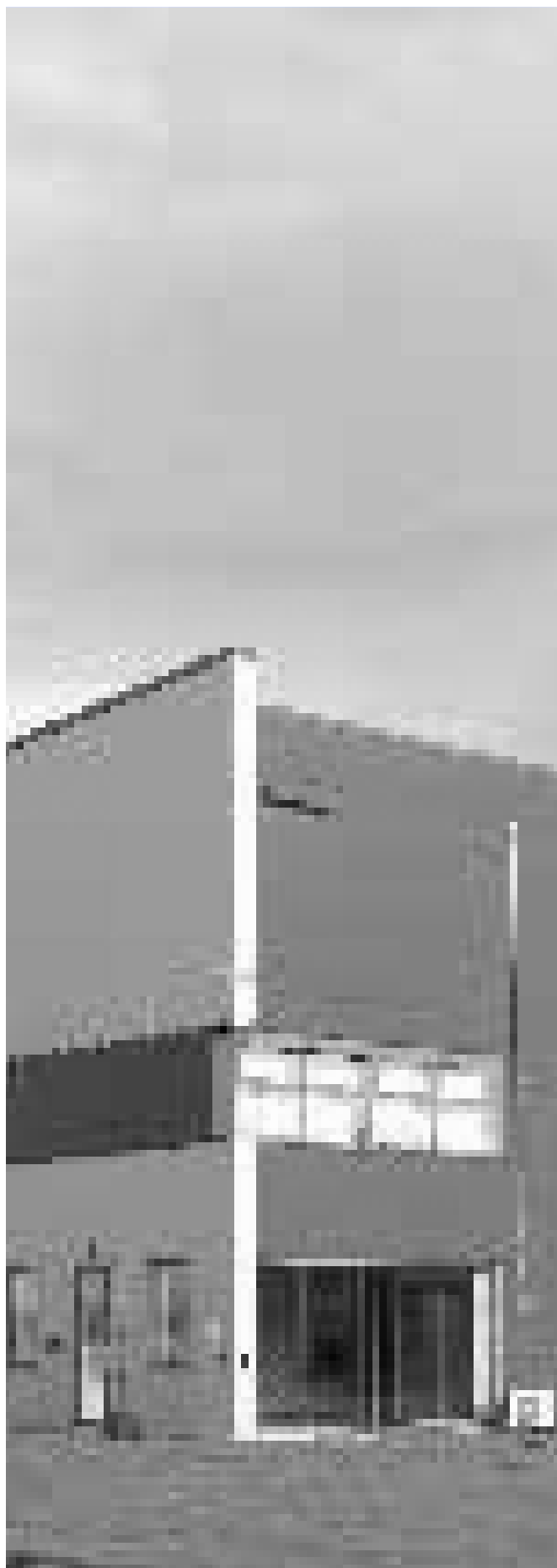
HOUSING AND CIVIL WORKS

- **Economic quantitative** and market analysis
- Real estate **sales and brokerage**
- Debt collection and **recovery strategies**
- **Permits and Procedures** Management
- **Digital innovation** for efficiency and project management
- **Environmental, Urban and Road Impact Assessments**
- **Ecotechnologies**
- Intercompany and supplier **network relationships**



EXTRACTIVE INDUSTRIES

- **Economic quantitative** and market analysis
- Real estate **sales and brokerage**
- Debt collection and **recovery strategies**
- **Permits and Procedures** Management
- **Digital innovation** for efficiency and project management
- **Environmental, Urban and Road Impact Assessments**
- **Ecotechnologies**
- Intercompany and supplier **network relationships**



GOVERNMENT AND INVESTMENT

- **Analysis of Governmental plans y**
Programas gubernamentales
- **Analysis and long-term economic projections**
- Evolution and **risk mitigation**
- **Legal certainty in foreign investment**, immigration and industrial property mattersl
- Integration of **domestic and foreign investment projects**
- **Relations with Investors**





**GREAT
SOLUTIONS
FOR GREAT
PROJECTS**

**WE ARE READY TO
POSITION YOU
IN THE
COMMERCIAL
WORLD**





firstmovers®

BUSINESS INTELLIGENCE

