



DIAGONAL MINDS

OBSESSED BY INNOVATION THAT GROWS BUSINESS_

WE ARE A TEAM OF 'DATA
DRIVEN' DIGITAL MEDIA
EXECS AND ADVISORS,
WITH 15+ YEARS OF
TRACK RECORD_

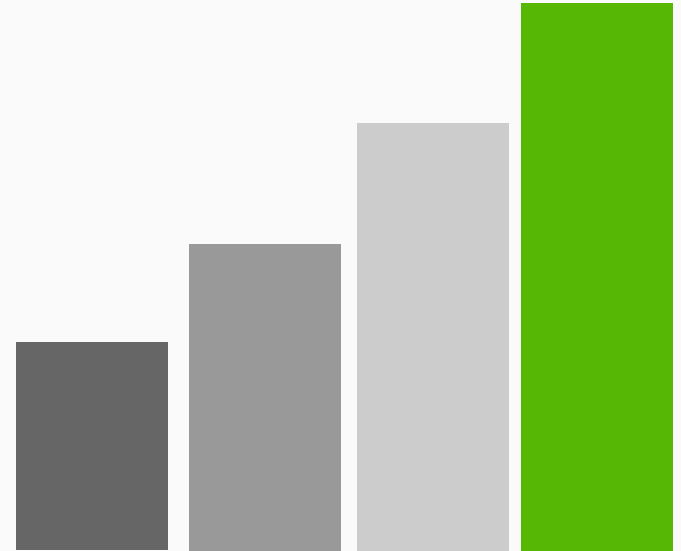


WE ARE PART OF
THE INDUSTRY AND
ACCELERATE GROWTH
CONNECTING THE RIGHT
PEOPLE AT THE PERFECT TIME




INNOVATION GROWS BUSINESS

We strongly believe that replicating specific success cases achieved in other markets is the most efficient way to accelerate revenue growth and optimize performance_



A grayscale photograph of a person's hands writing on a document with a pen. The image is dark and serves as a background for the text on the left side of the slide.

UNIQUE VALUE PROPOSITION

A thin white diagonal line with a green dot at the end, located in the top right corner of the slide.

We identify tech partners and Media execs that have solved the Industry's main challenges at top international news publishers or world class companies, enabling our network to achieve better results in less time_

MARKET VALIDATION

WE REPLICATE TOP PUBLISHERS' SUCCESS CASES

EL PAÍS The Washington Post

The Guardian Los Angeles Times THE WALL STREET JOURNAL WSJ

The Telegraph CNN HEARST

GLOBO infobae Clarín

EL UNIVERSAL abc GrupoCopesa



TECHNOLOGY ALREADY SOLVED IT_



TECH PARTNERS

SOLUTIONS THAT HAVE SUCCESSFULLY SOLVED STRATEGIC CHALLENGES_



AI TECH
MONETIZATION



SEO
DASHBOARDS



NEW
CONTENT



USER REVENUE
E-COMMERCE



COMMUNITY
ENGAGEMENT



E-PAPER
PRODUCTS



OTHER EXEC'S ALREADY SOLVED IT.



MEDIA ADVISORS

EXPERTS THAT HAVE SUCCESSFULLY SOLVED STRATEGIC CHALLENGES_



EDITORIAL DIGITAL
TRANSFORMATION



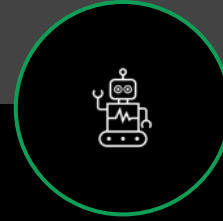
BRANDED
CONTENT



SEO
OPTIMIZATION



USER REVENUE
PAYWALL



CMS + IT
PERFORMANCE



USER
EXPERIENCE

HOW IT WORKS

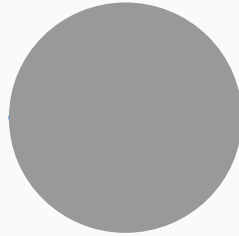
EVALUATE

DISCUSS CHALLENGES
AND/OR OPPORTUNITIES



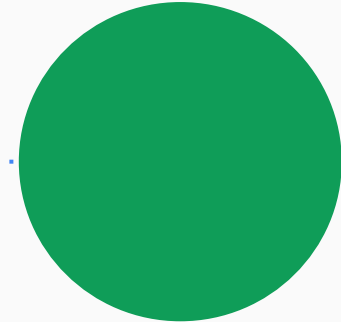
PARTNER

IDENTIFY THE RIGHT
TECH AND/OR ADVISORS



DELIVERY

PLAN, IMPLEMENT
AND INCREASE RESULTS



STARTUP MINDSET

The main change enablers that a Media Company needs to optimize its KPIs on, are linked to strategic partnerships, new technologies, continuous A/B testing and a data driven decision making DNA_

DATA WILL ALWAYS HAVE A BETTER IDEA



DIAGONAL MINDS

CONNECTING THE RIGHT PEOPLE AT THE PERFECT TIME_