



# Ruskin Felix Consulting

*Corporate Profile – Consolidated Services Portfolio*

CONSULTING | STRATEGY | BLOCKCHAIN | RESEARCH | PRIVATE EQUITY

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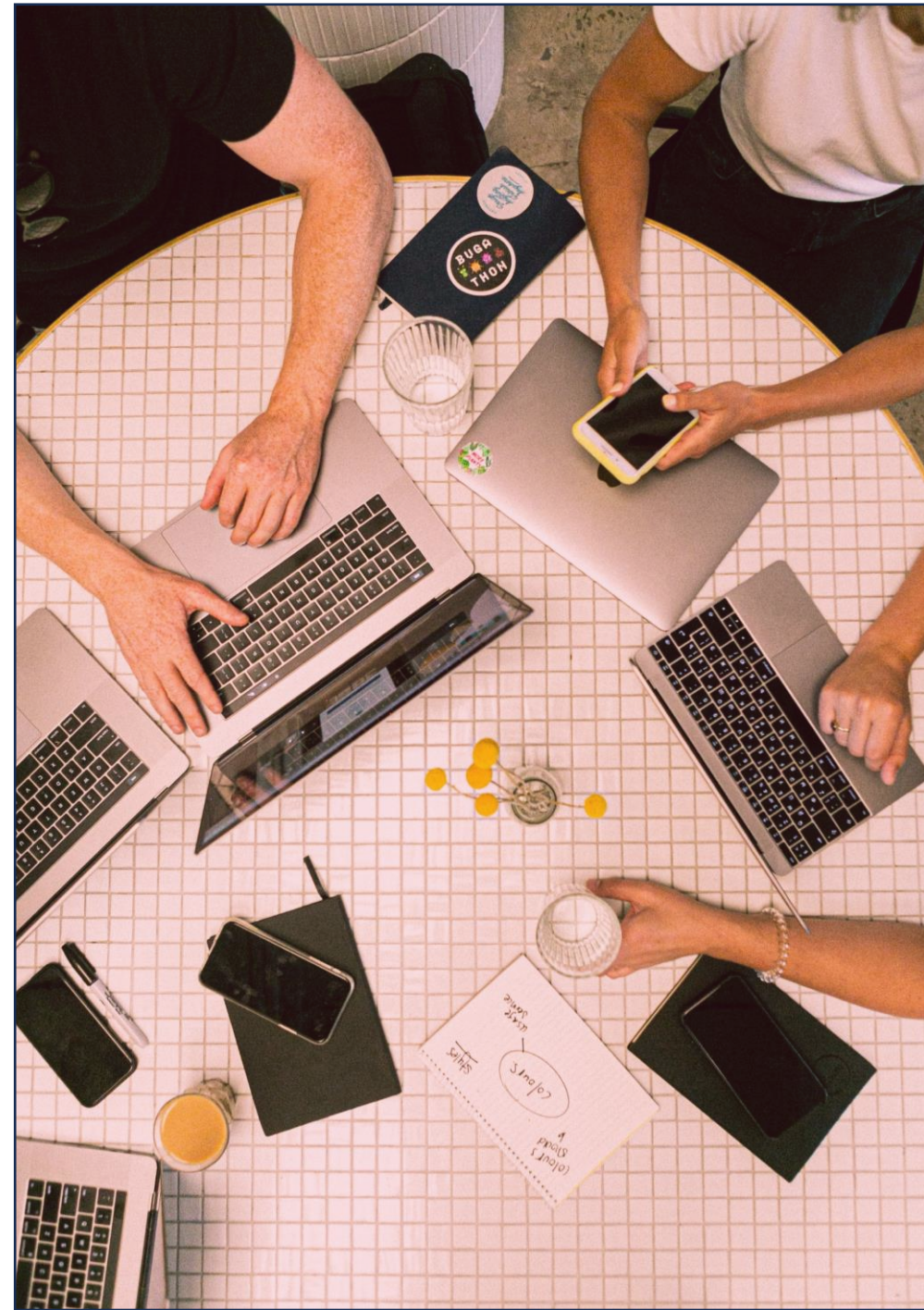
- a) WEB DESIGN
- b) PLATFORM DEVELOPMENT
- c) EMERGING TECHNOLOGIES

# Introduction

At Ruskin Felix Consulting, we strive to build strategies and provide actionable strategies in line with our client's business needs.

Our global expertise lies in startups to Corporates making us the most preferred choice when it comes to services such as strategy, branding, marketing, sales, business development, Campaign management, Reputation Management, and overall digital transformation.

In a fast-changing world, we provide the support you need to be effective today and create long-term value for tomorrow.



# About RFC

**1,000+**

Clients

No. of Clients RFC have worked with

**2,200+**

Campaigns & Projects

Total Projects and Campaigns executed in 2022-23

**\$100 Mn+**

Incremental Sales

Effective incremental sales

**\$27 Mn+**

Bottomline Generated

The average NFTs sold per month as per the last 7 months is 7.2 Mn

**30+**

Our Team Strength

Total NFT marketcap grew 6.37% to reach \$22.4 Billion

**154+**

Operational Countries

Broader market tallied about \$5.4 Billion in overall Market Size

**75%+**

Effective Growth

Expected CAGR for Blockchain Gaming industry is 68.9%

**\$570 Mn**

Assets Advised

Expected Market size will be \$1 Trillion by 2032





# About the FOUNDER

Social Media :



1

## RUSKIN FELIX BARAR, FCMA, CGMA

A qualified Fellow Member with CIMA (UK), AICPA (US) and Certified Financial Planner (CFP)

2

## Key Expertise

His professional expertise is in Strategic Consulting, Internal and External Audits, Risk assessment & mitigation, Wealth management and Private Equity

3

## Experience

He has more than 9+ years of Work Experience in various managerial positions with MNCs and has expert knowledge in Consulting, Blockchain, Finance, Management Accounting, Research, Branding and Strategy

4

## Positions Held

-  MD & CEO – Ruskin Felix Consulting LLC
-  CEO – Watertilt Inc.
-  CEO – Alcoret Inc.

# Services Vertical – Blockchain Consulting

NFT & Digital Assets

[READ MORE](#)

Blockchain Security

[READ MORE](#)

Decentralized Finance

[READ MORE](#)

Tokenization &  
cryptocurrencies

[READ MORE](#)

Blockchain  
Development

[READ MORE](#)

Game Development

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Metaverse

[READ MORE](#)



# NFT & Digital Assets

We lead innovation, optimize efficiency, and elevate customer experiences in NFT & Digital Assets. Our strategic planning drives successful digital transformation in this dynamic landscape.

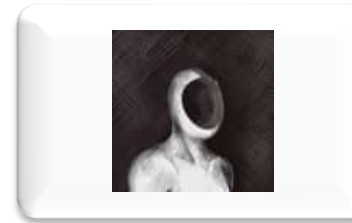
Some of the key service deliveries from RFC are as follows:

- NFT Strategy Development
- NFT Marketplace Consultation
- NFT Creation and Minting
- Digital Asset Valuation
- NFT Tokenization Services
- NFT Auctions and Sales
- Digital Collectibles Curation
- Digital Collectibles Curation
- NFT Licensing and Royalties
- NFT Compliance and Legal Advisory

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## CASE STUDY



### SOL Gods

Our team strategized and implemented key features, including NFT staking for enhanced earnings through the \$GOD token. We successfully introduced the Fractures collection, ensuring a continuous flow of captivating NFTs to drive community engagement.

Our team meticulously managed token distribution and mapping, ensuring seamless transactions on the Solana Framework. RFC Consulting's expertise empowered SolGods to thrive in the dynamic NFT market.

# Blockchain Security

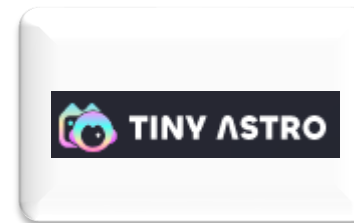
With our expertise in Blockchain Security, we devise robust strategies to fortify networks, safeguard assets, and mitigate risks, empowering organizations to embrace blockchain technology securely and confidently.

Some of the key service deliveries from RFC are as follows:

- Blockchain Security Audit
- Penetration Testing
- Secure Key Management
- Secure Smart Contract Development
- Blockchain Network Monitoring
- Incident Response and Recovery
- Security Training and Awareness
- Compliance and Regulatory Guidance

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## CASE STUDY



### Tiny Astro

RFC played a pivotal role in ensuring robust blockchain security for their NFT analytics platform. We assessed vulnerabilities, implemented robust security measures, designed secure smart contracts, conducted penetration testing, and established strict access controls.

Our comprehensive approach fortified the platform, ensuring the protection of valuable NFT data and creating a trusted environment for users.

# Decentralized Finance

Our approach towards decentralized finance (Defi) includes comprehensive services: strategy development, smart contract expertise, liquidity provision, and portfolio management, empowering businesses to thrive in the decentralized financial landscape.

Some of the key service deliveries from RFX are as follows:

- DeFi Strategy Development
- Smart Contract Development
- Liquidity Provisioning
- Yield Farming and Staking
- Tokenization and Asset Digitization
- Decentralized Exchange Integration
- DeFi Security Audit
- DeFi Analytics and Insights
- Regulatory Compliance Advisory

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## CASE STUDY



**NCX**

Our expertise enabled the integration of NCX with Binance, expanding the availability of DeFi staking solutions to international clients.

Moreover, we facilitated the development of decentralized products in derivatives, futures, and options. Through our comprehensive approach, we transformed NCX into a thriving DeFi platform, providing innovative financial solutions and contributing to the growth of the decentralized finance ecosystem.

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# Tokenization & cryptocurrencies

We specialize in Tokenization & Cryptocurrencies, drafting tailored strategies to drive adoption, unlock liquidity, and generate value through digital assets and cryptocurrencies.

Some of the key service deliveries from RFC are as follows:

- Tokenization Strategy Development
- Cryptocurrency Exchange Integration
- Smart Contract Development
- Cryptocurrency Wallet Solutions
- ICO/STO Advisory
- Cryptocurrency Investment Strategies
- Token Listing Assistance
- Cryptocurrency Tax Planning
- Cryptocurrency Research and Analysis
- Blockchain and Cryptocurrency Education

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## CASE STUDY



**MetaRun**

We implemented tokenomics, designed the NFT marketplace for asset trading, integrated the company's coin as the transaction currency, and established revenue models.

Our expertise enabled features like NFT auctions, resale functionality, and specialized artist collaborations. Through this project, we demonstrated the transformative potential of tokenization and cryptocurrencies in gaming..

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# Blockchain Development

Our Blockchain Development services encompass consulting, smart contract development, bespoke solutions, tokenization, and decentralized application (dApp) development, empowering businesses to capitalize on the disruptive potential of blockchain technology.

Some of the key service deliveries from RFC are as follows:

- Custom Blockchain Development
- Token Development
- Decentralized Application (dApp) Development:
- Blockchain Integration
- Blockchain Security Audit
- Consensus Protocol Design
- Whitepaper Development
- Technical Paper development
- Blockchain Testing and Quality Assurance
- Ongoing Support and Maintenance

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## CASE STUDY



### Prometeo

We designed an environmentally conscious technological environment using the Proof of Unity consensus mechanism.

Our approach challenged traditional paradigms, improving speed, scalability, and decentralization. By optimizing performance and minimizing security risks, we advanced blockchain technology while prioritizing sustainability.

# Game Development

We offer an array of compelling services, including innovative concept design, meticulous programming, captivating art creation, rigorous quality assurance, seamless multiplayer integration, immersive virtual and augmented reality experiences, lucrative monetization strategies, precise localization, and efficient publishing solutions.

Some of the key service deliveries from RFC are as follows:

- Concept and Design
- Game Programming
- Game Art and Asset Creation
- Game Testing and Quality Assurance
- Mobile Game Development
- Virtual Reality (VR) and Augmented Reality (AR) Games
- Game Monetization and Analytics
- Game Publishing and Distribution
- Influencer Marketing
- Analytics and Reporting

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## CASE STUDY



### Galaxy Skyverse Studios Inc., BVI

Our involvement included integrating NFT assets, establishing a dynamic trading marketplace, and creating a self-sustaining in-game economy.

We aimed to revolutionize the industry with an immersive RTS game, efficient NFT marketplace, and social connectivity. Our goal was to enable real-world companies to engage in the Metaverse spaces.

# Metaverse Services

Our Metaverse services offer strategic guidance, virtual world creation, avatar customization, blockchain integration, social community building, AR integration, security, brand integration, and consultancy for immersive digital experiences.

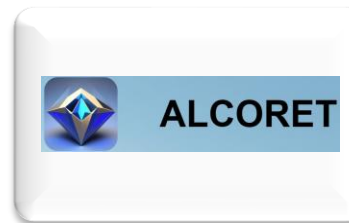
Some of the key service deliveries from RFC are as follows:

- Metaverse Strategy Development
- Virtual World Creation
- Avatar Customization and Creation
- Virtual Economy and Blockchain Integration
- Cross-platform Metaverse Development
- Social and Community Building
- Augmented Reality (AR) Integration
- Metaverse Security and Governance
- Brand Integration and Advertising
- Metaverse Consultancy and Education

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## CASE STUDY



**Alcoret**

Our role involved analyzing the metaverse gaming landscape, evaluating tokenomics, and providing strategic recommendations for enhancing user engagement and rewards.

We aimed to position Alcoret Inc. as a leading player in the metaverse gaming industry by emphasizing their dedication to delivering an exceptional and rewarding gaming experience.



# Service Vertical – Business & Financial Planning

Branding & Marketing  
Consulting

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Budgeting & Finance

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Business Development  
Strategy

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Business Valuation &  
Forecasting

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Digital Transformation  
Planning

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Lean Business Planning

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Personnel Management

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Accounting

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Financial Modeling

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Managerial Accounting

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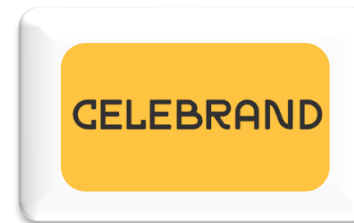
# Marketing & Branding Consulting

We specialize in helping businesses establish a strong brand presence and implement effective marketing strategies to drive growth and enhance customer engagement.

Some of the key service deliveries from RFC are as follows:

- Brand Strategy Assessment
- Brand Messaging & Communication
- Sales Process Assessment
- Sales Performance Measurement
- Sales Enablement Tools
- Brand Positioning
- Brand Identity Development
- Sales Training and Coaching
- Brand Experience Design
- Brand Monitoring and Reputation Management

## CASE STUDY



### Celebrand, New York USA

Our team at RFC created a detailed Branding and Marketing strategy guide for the company, which provides detailed branding consulting to major conglomerates.

Headquartered in New York, our team helped them ideate a unique targeting approach to reduce the cost of acquisition and create further distribution channels.

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# Budgeting & Finance

Our expertise lies in providing comprehensive solutions to effectively manage budgets, optimize financial resources and make informed investment decisions.

Some of the key service deliveries from RFC are as follows:

- Budget Planning and Allocation
- Financial Forecasting and Analysis
- Cost Control and Optimization
- Investment Strategy Development
- Cash Flow Management
- Risk Assessment and Mitigation
- Financial Performance Measurement
- Compliance and Regulatory Guidance
- Financial Reporting and Analysis

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## CASE STUDY



### European Space Agency – ESA, Europe

Our team at RFC created a detailed budgeting and business plan for the ESA, Europe, with regard to their primary projects – the Moon Landing operation – Moonville.

Our comprehensive suite of services meticulously executes your business and budgeting plan, ensuring strategic alignment from conception to realization for robust financial health and operational excellence transformed to accommodate the pressing need for WFH practices.

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# Business Development Strategy

We help our clients in creating and implementing strategies to expand market reach, increase revenue, and strengthen competitive positioning.

Some of the key service deliveries from RFC are as follows:

- Market Analysis and Opportunity Assessment
- Business Planning and Strategy Development
- Partnership and Alliances
- Market Entry and Expansion
- Competitive Analysis and Positioning
- Lead Generation and Business Networking
- Sales and Revenue Optimization
- Merger and Acquisition (M&A) Advisory
- International Expansion and Global Market Entry
- Strategic Planning and Execution

## CASE STUDY



### Bedrock Special Projects USA

We aided Special Bedrock Projects, which is a security firm for UHNIs and VVIPs in the USA, to create a comprehensive business expansion and development policy for the client in its efforts to expand into the European Union.

We helped the firm create a unique strategy for entering into the market and growing operations in a phased-based manner.

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# Business Valuation & Forecasting

We specialize in business valuation and forecasting, helping organizations assess their market potential, create compelling value propositions, and develop effective marketing strategies.

Some of the key service deliveries from RFC are as follows:

- Market Analysis and Research
- Value Proposition Development
- Target Market Segmentation
- Pricing Strategy Formulation
- Distribution Channel Identification
- Marketing and Communication Plan Development
- Sales Enablement Support
- Customer Acquisition and Retention Strategies
- Product Launch Planning
- KPIs and Critical Success Factors Definition

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## CASE STUDY



### CubeDigiCo - Education

Our expert team at RFC created a detailed go-to-market strategy and operational plan for the management of Cubedigico to further expand their educational operations for K1-12 students across USA and India.

We delivered a thorough valuation assessment and conducted comprehensive due diligence, providing critical insights and rigorous analysis that informed strategic decisions and mitigated risks.

# Digital Transformation Planning

We drive innovation, improve operational efficiency, and enhance customer experiences. Effective planning is crucial for successful digital transformation initiatives.

Some of the key service deliveries from RFC are as follows:

- Sales Process Assessment
- Sales Strategy Development
- Sales Training and Coaching
- Formulating Data Strategy
- Assessing Technology Infrastructure
- Provide Agility and Flexibility
- Change Management consulting
- Ensuring Security and Privacy
- Planning Continuous Improvement

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## CASE STUDY



### European Space Agency – ESA, Europe

Our team at RFC created a detailed COVID response plan for the ESA, Europe, to digitally transform processes and policies for the organizations' smooth transition into digital project management and COVID-based organizational change management.

We successfully facilitated Digital Transformation Planning for ESA Europe, crafting standardized operating procedures (SOPs) tailored for efficient and proactive COVID management

# Lean Business Planning

We specialize in lean business planning, helping organizations develop a strong brand identity and effective communication strategies. Our team conducts in-depth target audience analysis and develops compelling brand messaging.

Some of the key service deliveries from RFC are as follows:

- Business Strategy Development
- Market Analysis and Research
- Competitive Analysis and Positioning
- Target Audience Identification
- Value Proposition Creation
- Financial Planning and Forecasting
- Risk Assessment and Mitigation
- Operational Efficiency Improvement
- Performance Measurement and Monitoring
- Continuous Improvement Initiatives

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## CASE STUDY



### Tearfund Org., USA

We spearheaded lean business planning for Tearfund USA, laying the foundation for their transformative rebranding journey.

Our strategic insights paved the way for them to recalibrate and enhance their company's direction and image.

[READ MORE](#)



# Personnel Management

At RFC, we recognize the significance of effective personnel management in driving organizational success. Our services encompass workforce planning, talent acquisition, and comprehensive employee onboarding.

Some of the key service deliveries from RFC are as follows:

- Workforce Planning and Optimization
- Talent Acquisition and Recruitment
- Employee Onboarding and Orientation
- Performance Management and Appraisal
- Employee Training and Development
- Compensation and Benefits Administration
- Employee Engagement and Retention
- Succession Planning
- HR Policies and Compliance
- Employee Relations and Conflict Resolution

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## CASE STUDY



### Galaxy Skyverse Studios Inc., BVI

We executed elite personnel management for GSV Gaming Studios, assembling a skilled team and crafting a robust organizational structure.

This strategic initiative not only primed them for operational expansion but also positioned them to confidently raise capital and accelerate their growth trajectory.

# Accounting

RFC specializes in empowering financial service businesses to cultivate a robust brand presence and deploy highly effective marketing strategies to fuel growth and elevate customer engagement.

Some of the key service deliveries from RFC are as follows:

- Financial Strategy Assessment
- Financial Messaging & Communication
- Process Optimization for Financial Transactions
- Financial Performance Evaluation
- Financial Tools for Sales Enablement
- Financial Brand Positioning
- Financial Identity Development
- Financial Sales Training and Coaching
- Financial Experience Design
- Reputation Management for Financial Institutions

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## CASE STUDY



### Company Analysis- Wizz Air

We provided comprehensive accounting services for WIZZ Air, encompassing Financial Strategy Assessment, nuanced Financial Messaging & Communication, and streamlined Process Optimization for Financial Transactions.

Our expertise further extended to evaluating their Financial Performance and implementing Financial Tools pivotal for Sales Enablement.

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# Financial Modeling

RFC specializes in financial modeling, providing comprehensive solutions for budget management, investment decisions, and resource optimization in the financial sector.

Some of the key service deliveries from RFC are as follows:

- Tokenization Solutions
- Financial Forecasting and Analysis
- Cost Control and Optimization
- Digital Payment Integration
- Cash Flow Management
- Risk Assessment and Mitigation
- Alternative Investment Strategies
- Fintech Innovation Investments
- Financial Reporting and Analysis

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## CASE STUDY



**VSJ Ventures**

As a company dedicated to making a positive global impact, VSJ Ventures LTD recognizes the paramount importance of the Mobility, Infrastructure, and Electric (EV) sector as a strategic investment arena.

Our team at RFC have collaborated with VSJ Ventures to help them define and refine their investment strategies. We provided invaluable insights into critical factors such as risk assessment, asset safeguarding, and gradual asset growth.

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# Managerial Accounting

We excel in managerial accounting, delivering tailored solutions to empower businesses in optimizing financial decision-making and resource allocation. Our expertise lies in providing actionable insights and innovative strategies to enhance cost-efficiency.

Some of the key service deliveries from RFC are as follows:

- Cost Control Optimization
- Strategic Financial Planning
- Performance Analytics Dashboards
- Advanced Budgeting Models
- Profitability Analysis
- Supply Chain Cost Management
- Activity-Based Costing (ABC)
- Managerial Decision Support Systems
- Revenue Recognition Compliance
- Environmental, Social, and Governance (ESG) Accounting

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## CASE STUDY



### Micro Vision

For Micro Vision Inc., we offered advanced managerial accounting solutions, encompassing Cost Control Optimization, and forward-thinking Strategic Financial Planning.

Our contributions further shone in the deployment of Performance Analytics Dashboards, intricate Budgeting Models, and insightful Profitability Analysis.

# Services Vertical – Management Consulting

Change  
Management

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Process  
Management

[READ MORE](#)

Management  
Wealth

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Product  
Consulting

[READ MORE](#)

Manufacturing  
Consulting

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Operations  
Management

[READ MORE](#)

# Change Management

With our Change Management services, we foster innovation, enhance efficiency, and elevate experiences. Our strategic approach drives successful organizational transformations in this evolving landscape.

Some of the key service deliveries from RFC are as follows:

- Change Readiness Assessment
- Change Strategy Development
- Stakeholder Engagement
- Communication and Training
- Change Impact Analysis
- Change Implementation Support
- Cultural Transformation
- Sustaining Change

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## CASE STUDY



**European Space Agency –  
ESA, Europe**

Our team at RFC helped ESA to implement a realistic and tailored change strategy, engage and involve its key stakeholders while evaluating the potential impacts of the change resulting in shaping and sustaining a positive and adaptive organizational culture.

RFC has provided ongoing support and guidance to ESA's change leaders, sponsors, agents, and targets while evaluating the outcomes and benefits of change.

# Process Management

Our Process Management services optimize operations, drive efficiency, and achieve excellence through analysis, design, automation, optimization, governance, training, and continuous improvement.

Some of the key service deliveries from RFC are as follows:

- Process Management
- Process Documentation and Standardization
- Process Automation and Workflow Integration
- Performance Measurement and KPIs
- Process Optimization and Continuous Improvement
- Change Management and Process Adoption
- Process Auditing and Quality Assurance
- Process Transformation and Reengineering

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## CASE STUDY



### CubeDigiCo - Education

We partnered with Cubedigico, a leading provider of interactive and 3D learning content for K-12 and beyond.

We provided them with our Process Management services, which included process documentation and standardization, process automation and workflow integration, performance measurement and KPIs, process optimization and continuous improvement, and change management and process adoption.



# Wealth Management

We empower clients with innovative strategies, personalized solutions, and exceptional service in Wealth Management. Achieve financial goals with our extensive planning and investment expertise.

Some of the key service deliveries from RFC are as follows:

- Financial Planning
- Investment Portfolio Management
- Retirement Planning
- Estate Planning and Wealth Transfer
- Risk Management and Insurance
- Tax Planning and Optimization
- Wealth Preservation and Asset Protection
- Philanthropy and Charitable Giving
- Family Office Services
- Succession Planning

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## CASE STUDY



**CITI Bank**

Our team at RFC helped CITI Bank design and implement a customized wealth management strategy that aligned with their vision, values, and objectives.

While working on other key junctures such as Estate Planning, Tax Planning, Risk Management, and Insurance, we also aided the bank in managing its philanthropy and charitable trust department. We also provided ongoing support and guidance to help them monitor and adjust their strategy as per the changing market conditions.

# Product Consulting

Our Product Consulting services deliver strategic guidance, market analysis, user-centred design, and effective go-to-market strategies to encourage product success and elevate business performance with elegance.

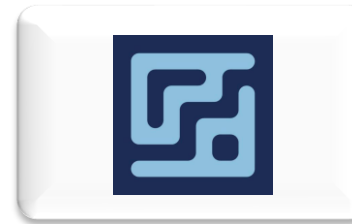
Some of the key service deliveries from RFC are as follows:

- Product Strategy Development
- Market Research and Analysis
- Competitive Analysis
- Product Road mapping
- Product Design and User Experience (UX)
- Product Development and Engineering
- Product Launch and Go-to-Market Strategy
- Product Performance Measurement and Analysis
- Product Optimization and Enhancement
- Product Lifecycle Management.

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## CASE STUDY



### NUMO

We partnered with Numo, a productive software and journaling app that helps users organize their thoughts, goals, and tasks. Numo combines a minimalist design with powerful features such as daily prompts, mood tracking, habit tracking, reminders, and analytics.

We provided them with our Product Consulting services, which included product strategy development, market research and analysis, product design and user experience, and product launch and go-to-market strategy.

# Manufacturing Consulting

Our Manufacturing Consulting services optimize operations, streamline supply chains, implement lean methodologies, and drive cost-reduction strategies to enhance efficiency and upscale performance.

Some of the key service deliveries from RFC are as follows:

- Operational Efficiency Enhancement
- Supply Chain Optimization
- Lean Manufacturing Implementation
- Quality Management Systems
- Process Improvement
- Cost Reduction Strategies
- Production Planning and Scheduling
- Inventory Management
- Supplier Relationship Management
- Manufacturing Performance Metrics

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## CASE STUDY



### CASS Pharma

We at RFC helped CASS Pharma to optimize its production processes and enhance its operational efficiency. Our comprehensive research aided the company in achieving efficiency in its quality management systems, product and planning services as well as supply chain optimization.

We also evaluated the company on certain performance metrics and supported CASS Pharma in achieving its goals of delivering high-quality and affordable insulin products to the market, while reducing its environmental impact and increasing its profitability.

# Operations Management

Our Operations Management services deliver customized solutions, optimizing processes, streamlining supply chains, and driving performance with a customized approach and a commitment to excellence

Some of the key service deliveries from RFC are as follows:

- Process Analysis and Improvement
- Supply Chain Management
- Inventory Management
- Demand Forecasting
- Capacity Planning
- Production Scheduling
- Quality Management
- Lean Manufacturing
- Six Sigma Implementation
- Performance Measurement and Analysis

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## CASE STUDY



**IoCure**

We partnered with IoCure, a company that offers a novel therapy for COVID-19 and other respiratory infections using steam inhalation of a heated iodine and iodide salt solution.

We provided them with our Operations Management services, which included process analysis and improvement, supply chain management, inventory management, demand forecasting, and quality management.

# Service Vertical – Market Research Services

Market Intelligence

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Primary Market Research

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Competitor Analysis

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Industry & Market Sizing

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Business Design Consulting

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Target Market Assessment

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# Market Intelligence

At RFC, we understand the importance of market intelligence in driving business success. Our services encompass in-depth market research and analysis, providing valuable insights into consumer behavior and market trends.

Some of the key service deliveries from RFC are as follows:

- Market Research and Analysis
- Competitor Analysis
- Consumer Insights and Behavior Analysis
- Market Segmentation and Targeting
- Brand Positioning and Differentiation
- Pricing Strategy and Analysis
- Market Trends and Forecasting
- Sales Performance Measurement
- Marketing Campaign Evaluation
- Competitive Landscape Monitoring

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## CASE STUDY



### Beverages Industry

We partnered with the Beverages Industry, a global grouping of those who supply all types of beverages, both alcoholic and non-alcoholic. The Beverages Industry manufactures drinks and ready-to-drink products for various consumer segments and occasions.

We provided them with our Market Intelligence services, which included market research and analysis, competitor analysis, consumer insights and behavior analysis, market segmentation and targeting and market trends and forecasting.

# Primary Market Research

Our primary market research services encompass trend analysis, forecasting and the generation of insights and recommendations tailored to our clients' specific needs.

Some of the key service deliveries from RFC are as follows:

- Research Objective Formulation
- Research Design and Methodology
- Data Collection and Survey Administration
- Qualitative and Quantitative Data Analysis
- Market Segmentation and Targeting
- Consumer Behavior Analysis
- Competitive Landscape Assessment
- Market Trends and Forecasting
- Insights and Recommendations Report
- Research Validation and Quality Assurance

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## CASE STUDY



### Roofing Contractors - Texas

We partnered with Roofing Contractors - Texas, a group of licensed and insured roofing contractors that offer quality roofing services across the state of Texas. Roofing Contractors - Texas provides residential and commercial roofing solutions, such as roof installation, repair, replacement, inspection, and maintenance.

We provided them with our Primary Market Research services, which included trend analysis, forecasting, and insights and recommendations tailored to their specific needs.

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# Competitor Analysis

Our services cover a wide range of areas, starting from identifying and profiling key competitors to conducting in-depth analyses of their market share, positioning, product offerings and pricing strategies.

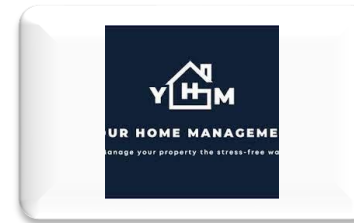
Some of the key service deliveries from RFC are as follows:

- Competitor Identification and Profiling
- Market Share and Positioning Analysis
- Product and Service Comparison
- Pricing and Value Proposition Assessment
- SWOT Analysis
- Market Entry and Expansion Strategies
- Differentiation and Competitive Advantage Development
- Brand and Reputation Analysis
- Customer Perception and Feedback Assessment
- Strategic Recommendations and Action Plans

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[READ MORE](#)

## CASE STUDY



### YHM - Your Home Management

We partnered with YHM - Your Home Management, a software company that offers a cloud-based platform for homeowners to manage their properties. YHM - Your Home Management helps homeowners to track their expenses, maintenance, repairs, and projects, as well as to find and hire trusted service providers.

We provided them with our Competitive Intelligence services, which included competitor identification and profiling, market share and positioning analysis, product and service comparison, and strategic recommendations and action plans.

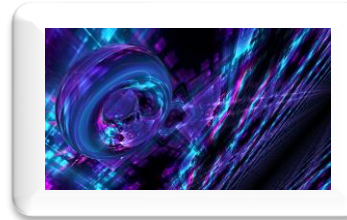
# Industry & Market Sizing

At RFC, we specialize in providing comprehensive solutions for industry and market sizing. Our team conducts thorough market analysis and research to identify industry trends and assess growth opportunities.

Some of the key service deliveries from RFC are as follows:

- Market Analysis and Research
- Industry Trends and Growth Assessment
- Target Market Segmentation and Identification
- Value Proposition Development
- Pricing Strategy Formulation
- Distribution Channel Identification and Analysis
- Marketing and Communication Plan Development
- Sales Enablement Support and Training
- Customer Acquisition and Retention Strategies
- Product Launch Planning and Execution

## CASE STUDY



### Big Data & AI

Our work pertaining to- Big Data & AI, a domain that encompasses the use of large-scale data and artificial intelligence technologies to generate insights, decisions, and actions.

We provided them with our Industry and Market Sizing services, which included market analysis and research, industry trends and growth assessment, target market segmentation and identification, and value proposition development.

[Back to All Services](#)

[READ MORE](#)

# Business Design Consulting

We specialize in business design, driving innovation & improving operational efficiency. Our team conducts thorough assessments of sales processes, identifying areas for improvement and optimizing them for better performance.

Some of the key service deliveries from RFC are as follows:

- Sales Process Optimization
- Strategy Development
- Training and Coaching
- Data Strategy
- Technology Assessment
- Agility and Flexibility
- Change Management
- Security and Privacy
- Continuous Improvement
- Planning Continuous Improvement

[Back to All Services](#)[READ MORE](#)

## CASE STUDY



### Bedrock Special Projects

We partnered with Bedrock Special Projects, a company that provides bespoke security risk management solutions for government agencies, commercial enterprises and ultra high net worth individuals. Bedrock Special Projects has over 30 years of experience and has worked with over 22 Fortune 500 companies.

We provided them with our Business Design services, which included sales process optimization, strategy development, training and coaching, data strategy, change management, security and privacy, and continuous improvement.

# Target Market Assessment

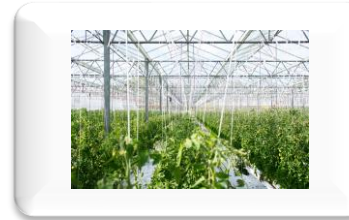
We understand the importance of conducting a thorough target market assessment to identify the right audience for your business. Our services include market analysis, customer segmentation, competitive analysis, market trends evaluation and target market identification.

Some of the key service deliveries from RFC are as follows:

- Market Analysis
- Customer Segmentation
- Competitor Research
- Industry Trends Analysis
- Opportunity Identification
- Market Sizing and Potential Evaluation
- Target Market Profiling
- Market Entry Strategy Development
- Market Validation and Testing
- Marketing and Sales Strategy Alignment

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## CASE STUDY



### Vertical Farming - GCC

We partnered with vertical farming-GCC, a domain that encompasses the use of vertical farming technologies and practices in the Gulf Cooperation Council (GCC) countries. Vertical farming-GCC has the potential to reduce the dependence on food imports, save water and energy, and create new jobs and opportunities in the region.

We provided them with our Target Market Assessment services, which included market analysis, customer segmentation, competitor research, industry trends analysis, opportunity identification, and target market profiling.

[READ MORE](#)

# Service Vertical – Marketing Services

Digital Marketing

[READ MORE](#)

Social Media  
Management

[READ MORE](#)

Content Marketing

[READ MORE](#)

Marketing Automation

[READ MORE](#)

Search Engine  
Optimization

[READ MORE](#)

Reputation Management

[READ MORE](#)

# Digital Marketing

At RFC, our services encompass a wide range of areas, from market research and competitor analysis to content creation and social media management.

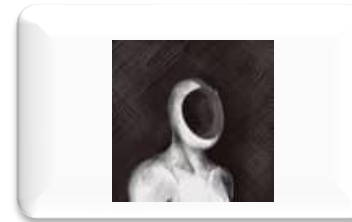
Some of the key service deliveries from RFC are as follows:

- Digital Market Research
- Target Audience Analysis
- Search Engine Optimization (SEO)
- Pay-Per-Click (PPC) Advertising
- Social Media Marketing
- Content Marketing
- Email Marketing
- Conversion Rate Optimization (CRO)
- Analytics and Reporting
- Influencer Marketing

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## CASE STUDY



### SolGods

We worked with SolGods to provide digital marketing services for the company. We marketed the SolGods NFT tokens on multiple social media channels while optimizing the company's website for marketing and gaining traction, by improving its design, functionality, and SEO.

The digital marketing campaigns generated buzz for the SolGods NFT tokens, as well as attracted new and loyal customers and fans for the company.

# Social Media Management

At RFC, we specialize in social media management to help businesses effectively connect with their target audience and build a strong online presence. Our services include developing a comprehensive social media strategy tailored to your business goals.

Some of the key service deliveries from RFC are as follows:

- Social Media Strategy Development
- Content Creation and Curation
- Social Media Platform Management
- Social Media Advertising and Campaigns
- Community Engagement and Moderation
- Social Media Analytics and Reporting
- Influencer Marketing Collaboration
- Social Media Listening and Monitoring
- Reputation Management on Social Media
- Social Media Training and Consultation

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## CASE STUDY



### Tearfund USA

We partnered with Tearfund USA, a Christian relief and development organization that partners with churches in more than 50 of the world's poorest countries. Tearfund USA tackles poverty through sustainable development, responding to disasters and challenging injustice.

We provided them with our Social Media Management services, which included developing a comprehensive social media strategy, creating and curating content, managing social media platforms & more which resulted into displaying their impactful approach.

# Content Marketing

With RFC's expertise in content marketing, you can effectively differentiate your brand, understand your competition and develop strategies that resonate with your target audience.

Some of the key service deliveries from RFC are as follows:

- Content Strategy Development
- Audience Research and Profiling
- Content Planning and Calendar
- Content Creation and Optimization
- SEO and Keyword Analysis
- Content Distribution and Promotion
- Performance Tracking and Analytics
- Social Media Content Strategy
- Content Audit and Optimization
- Influencer Collaboration and Outreach

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## CASE STUDY



### Galaxy Skyverse Studios Inc., BVI

We aided Galaxy Skyverse with content marketing services for the company. We provided end-to-end marketing solution related to the company, including blogs, press releases, and promotional videos.

We also handled the publishing and marketing of this content on all multiple social media channels, which resulted in gaining organic traction for the company. Our work helped generate positive feedback and reviews, as well as attracted potential investors and partners for the company



# Marketing Automation

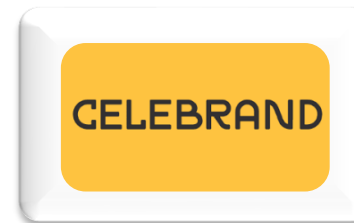
At RFC, we specialize in marketing automation solutions that streamline and optimize your marketing processes. Our team manages and optimizes campaigns & automates workflows for data-driven decision-making.

Some of the key service deliveries from RFC are as follows:

- Marketing Strategy Assessment
- Automation Platform Selection
- Lead Generation and Nurturing
- Email Marketing Automation
- Social Media Automation
- Customer Segmentation and Personalization
- Campaign Management and Optimization
- Workflow Automation
- Analytics and Reporting
- Integration and Data Management

[Back to All Services](#)[READ MORE](#)

## CASE STUDY



**Celebrand**

Our work with Celebrand was to provide marketing automation services for the company. We developed the strategy for automating Celebrand's lead generation process, which includes designing and executing outreach campaigns.

The marketing automation services provided by RFC have helped Celebrand to increase its efficiency, productivity, and profitability. The services have also enabled Celebrand to reach and attract more qualified leads and to convert them into loyal and satisfied customers.

# SEO Services

We specialize in providing comprehensive SEO services to improve your website's visibility and drive organic traffic. Our team conducts in-depth keyword research and analysis to identify relevant keywords for your business.

Some of the key service deliveries from RFC are as follows:

- Keyword Research and Analysis
- On-Page Optimization
- Off-Page Optimization and Link Building
- Technical SEO Audit
- SEO Content Creation and Optimization
- SEO Performance Tracking and Reporting
- Local SEO Optimization
- Mobile SEO Optimization
- SEO Strategy Development
- Competitor Analysis and Benchmarking

[Back to All Services](#)[READ MORE](#)

## CASE STUDY



### CubeDigiCo - Education

We partnered with Cubedigico, a leading provider of interactive and 3D learning content for K-12 and beyond. Cubedigico offers a product called C3D, which provides visually engaging and adaptive digital content with interactive instructions and constant guidance for STEM subjects.

We provided them with our SEO services, which included keyword research and analysis, on-page and off-page optimization, technical SEO audit, SEO content creation and optimization.

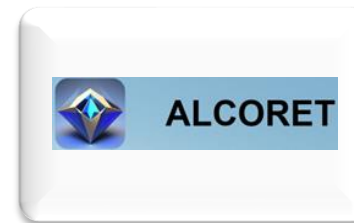
# Reputation Management

At RFC, we understand the importance of reputation management in building and protecting your brand image. Our reputation monitoring and reporting ensure that you stay informed about your brand's reputation performance.

Some of the key service deliveries from RFC are as follows:

- Online Brand Monitoring
- Reputation Assessment and Analysis
- Online Review Management
- Social Media Listening and Engagement
- Crisis Management Planning
- Brand Perception Analysis
- Online Reputation Repair
- Influencer Reputation Management
- Brand Advocacy Programs
- Reputation Monitoring and Reporting

## CASE STUDY



**Alcoret Inc.**

Our incubator program 'Alcoret', a game that engages with some components of NFT transactions and blockchain. Alcoret allows players to create, trade, and collect digital assets that are unique and verifiable on the blockchain.

Our Reputation Management services, which helped to build and protect our brand image, engage with their customers and stakeholders, and respond to any potential threats or crises. We also aimed to utilize the power of social media and influencers to promote their game and attract more users.

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# Services Vertical – Private Equity

Due Diligence

[READ MORE](#)

Venture Capital

[READ MORE](#)

Mergers & Acquisition

[READ MORE](#)

Angel Investing

[READ MORE](#)

RFC Incubator

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# Due Diligence

We are eminent in risk mitigation, informed decision making and successful business transactions. Effective planning is our foundation for delivering exceptional results.

Some of the key service deliveries from RFC are as follows:

- Risk Assessment and Analysis
- Financial Analysis
- Legal and Regulatory Compliance
- Operational Due Diligence
- Market Research and Analysis
- Intellectual Property Assessment
- Environmental Impact Assessment
- IT Due Diligence
- Human Resources Due Diligence
- Commercial Due Diligence

[Back to All Services](#)

## CASE STUDY



### Merchinform

We partnered with Merchinform, a software that helps users research, design, and sell merch on Amazon, to help them mitigate risks, make informed decisions, and execute successful business transactions.

We provided them with our Due Diligence services, which included risk assessment and analysis, financial analysis, legal and regulatory compliance, market research and analysis, intellectual property assessment and IT due diligence.

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# Venture Capital

We are proficient in identifying, evaluating, and supporting high-potential investments. We provide comprehensive solutions, from deal sourcing and due diligence to portfolio management and exit strategies.

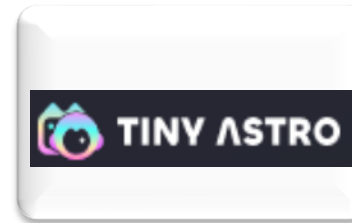
Some of the key service deliveries from RFC are as follows:

- Investment Strategy Development
- Deal Sourcing and Screening
- Due Diligence and Valuation
- Investment Structuring and Negotiation
- Portfolio Management
- Exit Strategy Planning
- Industry and Market Insights
- Network and Partnership Development
- Fundraising Assistance
- Risk Management and Mitigation

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## CASE STUDY



### Tiny Astro

We partnered with Tiny Astro, a NFT game that allows players to explore, collect, and trade planets, stars, and other celestial bodies in a procedurally generated galaxy, to help them identify, evaluate, and support high-potential investments.

We provided them with our Investment Consulting services, which included investment strategy development, deal sourcing and screening, due diligence and valuation, portfolio management, exit strategy planning, and industry and market insights.

# Mergers & Acquisition

We provide comprehensive support in strategic planning, due diligence, valuation, deal structuring, integration, and regulatory compliance. We facilitate successful transactions with meticulous attention to detail.

Some of the key service deliveries from RFC are as follows:

- Strategic Planning
- Target Identification and Evaluation
- Due Diligence
- Deal Structuring and Negotiation
- Integration Planning and Execution
- Regulatory and Compliance Assistance
- Stakeholder Management
- Post-Merger Integration Support
- Divestiture and Carve-out Services

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## CASE STUDY



### The Entertainer UAE

We partnered with The Entertainer UAE, a company that offers buy one get one free and discount offers on dining, restaurants, spas, hotels, waterpark, desert safari, and gyms in the UAE, to help them achieve their strategic and financial objectives.

We provided them with our M&A Consulting services, which included strategic planning, target identification and evaluation, due diligence, deal structuring and negotiation, integration planning and execution, and regulatory and compliance assistance.

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# Angel Investing

We offer comprehensive support in deal sourcing, due diligence, investment structuring, mentorship, and strategic guidance. We foster growth and maximize returns for startups and early-stage companies.

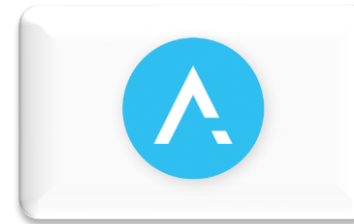
Some of the key service deliveries from RFC are as follows:

- Deal Sourcing and Screening
- Due Diligence and Valuation
- Investment Structuring and Negotiation
- Mentorship and Guidance
- Network and Partnership Development
- Business Development Support
- Exit Strategy Planning
- Investor Relations
- Risk Management and Mitigation
- Impact Investing

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## CASE STUDY



**Akcrü**

We partnered with Akcrü, a user-centric engagement platform where users can stream and redeem their earnings. Akcrü is the first watch-to-earn all-in-one platform that offers a catalog of popular movies, live-action sports, live concerts, and special events.

We provided them with our Venture Capital Consulting services, which included deal sourcing and screening, due diligence and valuation, investment structuring and negotiation, mentorship and guidance, and exit strategy planning.



# RFC Incubator

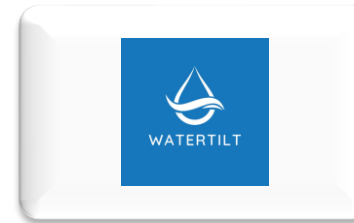
We focus on developing a strong brand identity, positioning, and messaging that resonate with target audiences and align with the organization's overall goals.

Some of the key service deliveries from RFC are as follows:

- Startup Evaluation and Selection
- Business Development Assistance
- Networking and Collaboration
- Legal and Administrative Support
- Market Research and Analysis
- Industry Partnerships
- Mentorship and Coaching

[Back to All Services](#)

## CASE STUDY



### **Watertilt Inc.**

Our incubator program, 'Watertilt Inc.', which aims to become a sustainable provider of purified water and filtration solutions with 0 wastage, to develop a strong brand identity, positioning, and messaging that resonate with their target audiences and align with their overall goals.

Our Branding Consulting services, which included startup evaluation and selection, business development assistance, market research and analysis & industry partnerships.

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# Service Vertical – Project Management

Project Consulting

[READ MORE](#)

AGILE Consulting

[READ MORE](#)

PDCA Management

[READ MORE](#)

Project Planning

[READ MORE](#)

Project Execution

[READ MORE](#)

# Project Consulting

We, at RFC offer Project Consulting services with sophisticated expertise in planning, risk mitigation, resource management, and stakeholder engagement, ensuring successful project execution with professionalism and precision.

Some of the key service deliveries from RFC are as follows:

- Project Planning and Strategy
- Stakeholder Management
- Risk Assessment and Mitigation
- Budgeting and Cost Management
- Resource Allocation and Management
- Project Monitoring and Control
- Quality Assurance and Compliance
- Change Management
- Communication and Reporting
- Project Closure and Evaluation

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## CASE STUDY



### Bedrock Special Projects USA

Our Project Consulting team helped Special Bedrock Projects, a premier security firm for UHNIs and VVIPs in the USA, to craft and implement a robust business expansion strategy for the European Union market.

We engaged our market research and industry expertise to identify and evaluate potential opportunities for Bedrock in various EU countries, such as the Netherlands, Germany, the UK, France, Spain, and more. Our project consulting services mainly focused on critical aspects such as- entry procedures, compliance, operational strategy, etc.

[READ MORE](#)

# AGILE Consulting

Our approach to AGILE adoption, collaborative planning, and expert project management drives efficient and effective outcomes with a multitude of successful approaches.

Some of the key service deliveries from RFC are as follows:

- Agile Transformation Strategy
- Scrum Framework Implementation
- Agile Team Collaboration
- Agile Metrics and Performance Tracking
- Kanban Methodology Adoption
- Agile Training and Workshops
- Agile Tool Implementation
- Agile Process Optimization

## CASE STUDY



### Pediatric Hospital, Nigeria

We aided Pediatric Hospital, Nigeria, a leading healthcare provider for children, to transform their ongoing project capability with AGILE methodologies and practices. We delivered a comprehensive suite of services, ranging from strategy and implementation to training and optimization, to help them achieve faster, better, and cheaper project outcomes.

Our team also provided ongoing support and guidance to ensure the successful adoption and execution of AGILE principles and practices by the hospital staff.

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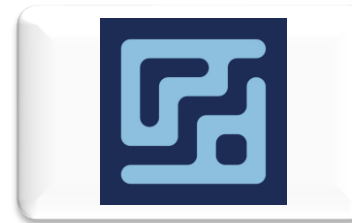
# PDCA Management

Elevate operational performance with PDCA Management. Our refined approach comprises process analysis, problem-solving, continuous improvement planning, and precise execution for optimized operational excellence.

Some of the key service deliveries from RFC are as follows:

- Process Analysis and Improvement
- Data Collection and Analysis
- Performance Monitoring and Reporting
- Problem-Solving and Root Cause Analysis
- Continuous Improvement Planning
- Quality Assurance and Compliance
- Training and Knowledge Transfer
- Change Management
- Performance Evaluation and Feedback

## CASE STUDY



### NUMO

We helped NUMO, a productivity management software company, improve their operational performance with PDCA Management. We analyzed and solved their problems, planned and executed their improvements and ensured their quality and sustainability.

Our project consulting team also provided regular feedback and evaluation to ensure the continuous improvement and sustainability of their operational performance

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# Project Planning

At RFC, our professional project planning services encompasses meticulous project scoping, efficient resource allocation, precise scheduling, and proactive risk management, enabling us to execute projects seamlessly and achieve successful outcomes.

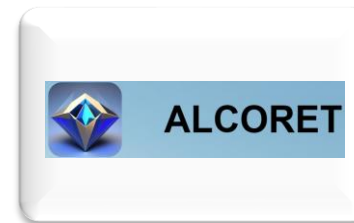
Some of the key service deliveries from RFC are as follows:

- Project Scope Definition
- Work Breakdown Structure (WBS) Creation
- Activity Sequencing and Dependencies
- Resource Estimation and Allocation
- Schedule Development and Management
- Risk Identification and Assessment
- Documentation and Reporting
- Quality Planning and Assurance
- Milestone Tracking and Monitoring
- Team Collaboration and Coordination

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## CASE STUDY



**Alcoret Inc.**

Alcoret Inc aims at offering an immersive gaming universe that takes players on a journey through space exploration and development. RFC is involved in developing a comprehensive plan to ensure the successful execution of its gaming platform.

By defining the scope and objectives of the gaming platform, identifying target audiences, and outlining a roadmap for its development. Our services involve complete GDD development and implementation of the platform token, including its utility and monetization strategies.

# Project Execution

We at RFC practice extensive Project Execution processes. From efficient planning and resource allocation to risk mitigation and deadline management, we ensure successful project outcomes with pristine measures.

Some of the key service deliveries from RFC are as follows:

- Project Planning and Scheduling
- Resource Allocation and Management
- Risk Identification and Mitigation
- Task Coordination and Monitoring
- Time Management and Deadline Adherence
- Progress Reporting and Communication
- Quality Control and Assurance
- Stakeholder Engagement and Management
- Issue Resolution and Conflict Management
- Project Closure and Evaluation

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## CASE STUDY



### Galaxy Skyverse Studios Inc., BVI

Galaxy Skyverse (GSV) is an innovative gaming project that aims to create an immersive metaverse experience for players. RFC was assigned to contribute its' Game Design and Blockchain integration expertise to help GSV realize its vision.

We assisted in formulating and executing a comprehensive project roadmap, outlining milestones and timelines for different development stages. We facilitated the integration of blockchain technology, including Smart Contract creation and deployment.

# Service Vertical – Risk Advisory Services

Cyber Security Risk

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Financial Risk  
Management

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Global Risk  
Management

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Governance and  
Compliance Risk

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Strategic Risk Advisory

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Technological Risk  
Management

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Third-Party Risk  
Management

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# Cyber Security Risk

In today's evolving threat landscape, RFC's Cyber Security Risk services enable organizations to safeguard their digital assets, protect against threats, and ensure compliance for enhanced operational resilience.

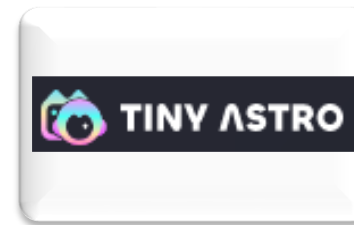
Some of the key service deliveries from RFC are as follows:

- Risk Assessment and Management
- Security Policy Development
- Security Architecture Design
- Penetration Testing and Vulnerability Assessments
- Incident Response Planning and Management
- Regulatory Compliance and Audit Support
- Security Operations Center (SOC) Services
- Data Protection and Privacy
- Security Governance and Strategy

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## CASE STUDY



### Tiny Astro

RFC collaborated with Tiny Astro, an emerging company in the cryptocurrency space for multiple services including their cyber security risk concerns.

Through comprehensive analysis and assessment of their systems and processes, our team worked closely with Tiny Astro to develop and implement a customized cybersecurity strategy tailored to their specific needs. Including network security enhancements, data encryption protocols, penetration testing, vulnerability assessments, and threat modelling.

# Financial Risk Management

Our Financial Risk Management services empower organizations to proactively identify, mitigate, and optimize financial risks, ensuring compliance and fostering sustainable growth in today's dynamic market landscape.

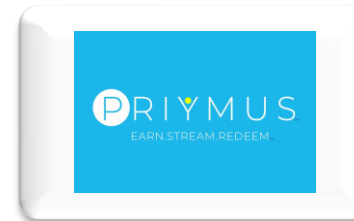
Some of the key service deliveries from RFC are as follows:

- Risk Assessment and Analysis
- Risk Mitigation Strategies
- Regulatory Compliance
- Credit Risk Management
- Market Risk Management
- Liquidity Risk Management
- Operational Risk Management
- Capital Adequacy Assessment
- Stress Testing and Scenario Analysis

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## CASE STUDY



**Priymus**

Priymus aims to revolutionize the streaming industry by providing an all-inclusive streaming experience, rewarding loyal viewers with token-based gamification. Our financial risk management expertise enabled us to assess and mitigate risks associated with Priymus' ambitious business model.

One of their primary projects – the Moon Landing operation, was also assessed for smoothly transiting into a digital process and transformed to accommodate the pressing need for WFH practices.

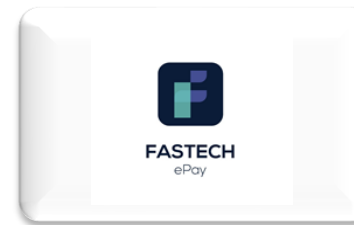
# Global Risk Management

Our Global Risk Management services empower organizations to navigate global complexities, mitigate risks, and optimize operational resilience, ensuring sustained success in a dynamic business landscape.

Some of the key service deliveries from RFC are as follows:

- Risk Assessment and Identification
- Risk Mitigation Strategies
- Country and Political Risk Analysis
- Supply Chain Risk Management
- Compliance and Regulatory Risk Management
- Financial Risk Management
- Operational Risk Management
- Crisis and Business Continuity Management
- Insurance and Risk Transfer Solutions
- Emerging Market Risk Analysis

## CASE STUDY



### Fastech Epay

We worked with Fastech Epay, a global payment service provider, to provide them with our Global Risk Management services. We helped them navigate global complexities, mitigate risks, ensuring their sustained success in a dynamic business landscape. Helped mitigate risks and made it in compliance with FATF guidelines globally.

We delivered a variety of services, from risk assessment and mitigation to crisis and continuity management, to help them manage their financial, operational, and regulatory risks.

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# Governance and Compliance Risk

Our Governance and Compliance Risk services empower organizations to establish robust governance frameworks, ensure regulatory compliance, and foster a culture of integrity, supporting sustained operational excellence and customer trust.

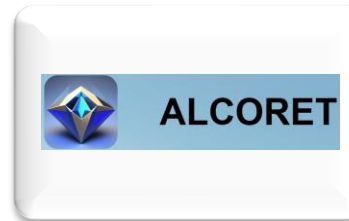
Some of the key service deliveries from RFC are as follows:

- Regulatory Compliance Assessment
- Compliance Program Development
- Risk and Control Frameworks
- Code of Conduct and Ethics
- Internal Controls and Audit
- Data Privacy and Protection
- Regulatory Change Management
- Compliance Training and Awareness
- Third-Party Risk Management
- Compliance Reporting and Documentation

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[READ MORE](#)

## CASE STUDY



**Alcoret**

Our incubator program 'Alcoret', a game that integrates NFT transactions and blockchain, to establish robust governance and compliance frameworks for their global operations. Our services included- regulatory compliance assessment and development, risk and control frameworks, data privacy and protection, compliance training and awareness.

This led to successful transactions across borders and follow all regulatory norms.

# Strategic Risk Advisory

Our Strategic Risk Advisory services empower organizations to navigate strategic uncertainties, optimize decision-making, and foster resilience, driving sustainable growth and success in a rapidly evolving business landscape.

Some of the key service deliveries from RFC are as follows:

- Risk Assessment and Analysis
- Scenario Planning and Analysis
- Risk Mitigation Strategies
- Competitive Intelligence
- Business Continuity Planning
- Strategic Portfolio Analysis
- Mergers and Acquisitions Risk Assessment
- Innovation Risk Management
- Reputation and Brand Risk Management
- Strategic Resilience Planning

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## CASE STUDY



### MicroVision

We partnered with MicroVision, a company that develops laser scanning technology for projection, 3D sensing, and image capture, to help them navigate strategic uncertainties and optimize decision-making.

With our Strategic Risk Advisory services, which included risk assessment and analysis, scenario planning and analysis, risk mitigation strategies, competitive intelligence, and strategic resilience planning, we helped them drive sustainable growth and success in a rapidly evolving business landscape.

# Technological Risk Management

Our Technology Risk Management services enable organizations to safeguard against technology-related threats, optimize operations, and ensure secure digital transformation for enhanced innovation, efficiency, and customer satisfaction.

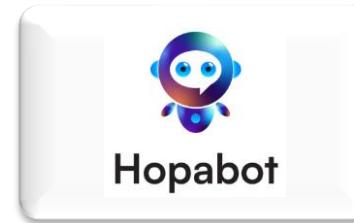
Some of the key service deliveries from RFC are as follows:

- Technology Risk Assessment
- IT Governance and Compliance
- Cybersecurity Risk Management
- Business Continuity and Disaster Recovery Planning
- Vendor and Third-Party Risk Management
- Data Privacy and Compliance
- IT Project Risk Management
- IT Asset and Configuration Management
- IT Audit and Compliance
- Cloud Risk Management
- Technology Risk Training and Awareness

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## CASE STUDY



**Hopabot**

We assisted Hopabot, a chatbot developing & deployment platform, to safeguard against technology-related threats and optimize their operations. We enabled them with our Technology Risk Management services, which included technology risk assessment, IT governance and compliance, cybersecurity risk management and cloud risk management.

We helped them ensure secure digital transformation for enhanced innovation, efficiency, and customer satisfaction

# Third-Party Risk Management

Our Third-Party Risk Management services enable organizations to proactively mitigate risks associated with vendor relationships, ensuring operational excellence, regulatory compliance, and enhanced customer experiences in a rapidly evolving business landscape.

Some of the key service deliveries from RFC are as follows:

- Vendor Risk Assessment
- Due Diligence and Vendor Selection
- Contract and Service Level Agreement (SLA) Reviews
- Ongoing Vendor Monitoring
- Business Continuity and Disaster Recovery Planning
- Data Protection and Privacy
- Regulatory Reporting and Documentation

## CASE STUDY



### Dept. of Finance, Nigeria

We supported Dept. of Finance, Nigeria, a government agency that oversees the financial affairs of the country, to proactively mitigate risks. We enabled them with our Third-Party Risk Management services, which included vendor risk assessment, due diligence and vendor selection, data protection and privacy and regulatory reporting and documentation.

We helped them ensure operational excellence, regulatory compliance, and enhanced customer experiences in a rapidly evolving business landscape.

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# Services Vertical – Strategic Consulting

Growth Strategy  
Consulting

[READ MORE](#)

Brand Strategy  
Consulting

[READ MORE](#)

Go-to-Market  
Consulting

[READ MORE](#)

Innovation  
Consulting

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Leadership  
Consulting

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Digital  
Consulting

[READ MORE](#)

Pricing Strategy  
Consulting

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# Growth Strategy Consulting

Our Growth Strategy Consulting services proffer extensive market analysis, strategic insights, and sophisticated solutions to unlock growth opportunities, optimize revenue streams, and elevate business performance.

Some of the key service deliveries from RFC are as follows:

- Market Analysis and Research
- Competitive Landscape Assessment
- Business Model Evaluation
- Strategic Planning and Execution
- New Market Entry Strategies
- Product Expansion Strategies
- Customer Acquisition and Retention
- Pricing and Revenue Optimization
- Partnership and Collaboration Strategies
- Mergers and Acquisitions Advisory

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## CASE STUDY



ASOS

We collaborated with ASOS, a British online fashion retailer that sells private label and branded products, to help them assess the alternate channels of revenue and business models prevalent in the market.

We provided them with our Growth Strategy Consulting services, which included extensive market analysis, strategic insights, and sophisticated solutions to unlock growth opportunities, and elevate business performance

[READ MORE](#)

# Brand Strategy Consulting

Our Brand Strategy Consulting services empower businesses with comprehensive brand analysis, positioning, messaging, and identity development to create impactful brand experiences and drive long-term success.

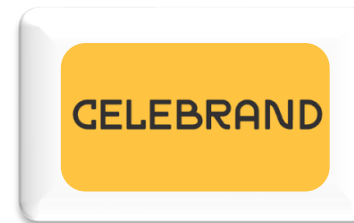
Some of the key service deliveries from RFC are as follows:

- Brand Audit and Analysis
- Brand Positioning
- Target Audience Identification
- Competitive Analysis
- Brand Identity Development
- Brand Architecture
- Brand Experience Design
- Brand Guidelines and Standards
- Brand Performance Tracking

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## CASE STUDY



**Celebrand**

We teamed up with Celebrand, a branding agency that helps businesses stand out and tell their stories, to empower them with our Brand Strategy Consulting services. We provided them with comprehensive brand analysis, positioning, messaging and identity development to create impactful brand experiences and drive long-term success.

We also helped them track their brand performance and adhere to their brand guidelines and standards.

# Go-to-Market Consulting

Our Go-to-Market Consulting services provide in-depth market research, precise targeting, compelling value propositions, and seamless execution, ensuring successful product launches and market penetration.

Some of the key service deliveries from RFC are as follows:

- Market Research and Analysis
- Target Market Identification
- Value Proposition Development
- Pricing Strategy
- Distribution Channel Strategy
- Sales and Marketing Planning
- Product Launch Strategy
- Competitive Analysis
- Customer Segmentation

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## CASE STUDY



### Bedrock Special Projects

We helped Bedrock Special Projects, a security services provider for UHNIs and VVIPs in the USA, to develop and execute a successful go-to-market strategy for their expansion into the European Union.

We provided them with in-depth market research, precise targeting, compelling value propositions, and seamless execution, ensuring successful product launches and market penetration. We also helped them analyze their competitors and segment their customers.

# Innovation Consulting

Our Innovation Consulting services center around cultivating a robust brand identity, strategic positioning, and compelling messaging that deeply connect with target audiences and drive organizational objectives.

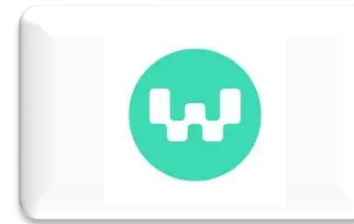
Some of the key service deliveries from RFC are as follows:

- Innovation Strategy Development
- Ideation and Concept Generation
- Technology Assessment and Adoption
- Product and Service Innovation
- Market Research and Trend Analysis
- Design Thinking Workshops
- Innovation Road mapping
- Intellectual Property Strategy
- Innovation Metrics and Evaluation
- Innovation Culture Building

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## CASE STUDY



**Wetra**

We worked with Wetra, an online trading platform where consumers have an underlying currency on the exchange - WETRA, to create a robust brand identity, strategic positioning, and compelling messaging for their innovative product.

We provided them with our Innovation Consulting services, which included innovation strategy development, ideation and concept generation, technology assessment and adoption and intellectual property strategy.

# Leadership Consulting

Our Leadership Consulting services empower executives to unlock their full potential, build high-performing teams, and lead organizational transformation with strategic foresight, refined communication, and unwavering integrity.

Some of the key service deliveries from RFC are as follows:

- Leadership Assessment and Development
- Executive Coaching
- Succession Planning
- Team Building and Collaboration
- Leadership Training and Workshops
- Leadership Communication
- Organizational Culture Transformation
- Performance Management
- Stakeholder Engagement

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## CASE STUDY



### Wizz Air Holdings

We partnered with Wizz Air Holdings, the leading ultra-low-cost airline in Central and Eastern Europe, to empower their executives to unlock their full potential, build high-performing teams and lead organizational transformation.

We provided them with our Leadership Consulting services, which included leadership assessment and development, executive coaching, and collaboration, leadership communication and organizational culture transformation.

# Digital Consulting

Our Digital Consulting services empower organizations to navigate the dynamic digital landscape, leveraging cutting-edge technologies, data-driven insights, and strategic planning to drive innovation, optimize customer experiences, and achieve sustainable growth.

Some of the key service deliveries from RFC are as follows:

- Digital Strategy Development
- Digital Transformation Planning
- Technology Assessment and Implementation
- Digital Marketing and Advertising
- User Experience (UX) Design
- Data Analytics and Insights
- E-commerce Solutions
- Cloud Computing Advisory
- Cybersecurity Consulting
- Website Optimization

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## CASE STUDY



### CubeDigiCo - Education

We partnered with Cubedigico, a company that provides interactive learning games and programs for students and teachers in STEM subjects, to help them navigate the dynamic digital landscape and drive innovation. We provided them with our Digital Consulting services, which included digital strategy development, technology assessment and implementation, user experience design.

We also helped them enhance their digital marketing and advertising, e-commerce solutions, cloud computing advisory and cybersecurity consulting.

# Pricing Strategy Consulting

Our Pricing Strategy Consulting services equip businesses with sophisticated methodologies and data-driven insights to establish optimal pricing strategies, maximize profitability, and gain a competitive edge in the market.

Some of the key service deliveries from RFC are as follows:

- Market Analysis and Research
- Competitive Pricing Analysis
- Pricing Model Development
- Value-Based Pricing Strategies
- Pricing Optimization
- Pricing Execution and Implementation
- Pricing Analytics and Insights
- Price Negotiation Support
- Pricing Performance Evaluation

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## CASE STUDY



### Manuka Honey

We collaborated with Manuka Honey, a specialized type of honey that is produced from the nectar of the manuka tree, which has antibacterial and antiviral properties. We helped them establish optimal pricing strategies, maximize profitability, and gain a competitive edge in the market.

We provided them with our Pricing Strategy Consulting services, which included market analysis, competitive pricing analysis, value-based pricing strategies, pricing optimization, and pricing analytics and insights.

# Service Vertical – Technology Development

Web Design

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Platform Development

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Emerging Technologies

[READ MORE](#)



# Web Design

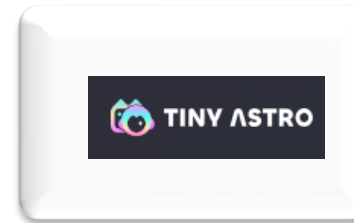
RFC specializes in creating stunning web designs which are specific for the idea that your business tries to propagate and enhance your brand presence and customer engagement.

Some of the key service deliveries from RFC are as follows:

- Web Design Strategy Assessment
- Web Design Messaging & Communication
- Web Design Optimization for Financial Transactions
- Web Design Performance Evaluation
- Web Design Tools for Sales Enablement
- Web Design Brand Positioning
- Web Design Identity Development
- Web Design Sales Training and Coaching
- Web Design Experience Design
- Web Design Reputation Management

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## CASE STUDY



### Tiny Astro

RFC has created a stunning web design for Tiny Astro, a company that offers NFT based services. The web design showcases the company's unique value proposition, features, testimonials, and pricing plans.

Our web design services are optimized for faster response speed, to ensure optimal performance and user experience. RFC has helped Tiny Astro to attract more customers and increase conversions with their web design.

# Platform Development

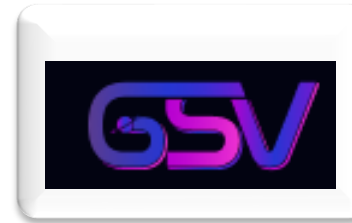
RFC helps in developing robust and scalable platforms for your operational needs, that enable businesses to offer innovative and secure solutions to their customers.

Some of the key service deliveries from RFC are as follows:

- Platform Development Strategy Assessment
- Platform Development Messaging & Communication
- Platform Development Optimization for Financial Transactions
- Platform Development Performance Evaluation
- Platform Development Tools for Sales Enablement
- Platform Development Brand Positioning
- Platform Development Identity Development
- Platform Development Sales Training and Coaching
- Platform Development Experience Design
- Platform Development Reputation Management for Institutions

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## CASE STUDY



**Galaxy Skyverse Studios  
Inc., BVI**

Ruskin Felix Consulting LLC partnered with Galaxy Skyverse (GSV) to develop a space-based exploration game. RFC helped design their comprehensive gaming platform components which constitutes of Game Design document, Whitepaper, Tokenomics and handled their social media platforms.

These strategies showcased our experience for efficiently managing their platform development.

# Emerging Technologies

Our expertise lies in harnessing the power of artificial intelligence, blockchain, cloud computing, and big data to deliver actionable insights and innovative strategies to enhance cost-efficiency for your business.

Some of the key service deliveries from RFC are as follows:

- AI & Blockchain: Cost Control
- Cloud Computing & Big Data: Financial Strategy
- Data Visualization: Performance Dashboards
- Machine Learning: Advanced Budgeting
- AI & Big Data: Profit Analysis
- Blockchain & Cloud: Supply Chain Management
- AI & Big Data: Activity-Based Costing
- AI & Big Data: Decision Support Systems
- Blockchain & Cloud: Revenue Recognition
- AI & Big Data: ESG Accounting

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## CASE STUDY



### Prometeo

Prometeo and Ikarus, provides a distributed network that offers fee-free transactions and encrypted data. Through the understanding of emerging technologies, our team at RFC was able to help create a fully decentralized blockchain network with a novel consensus mechanism.

By utilizing the latest advances in emerging technologies, we were able to develop an innovative solution to enable fully decentralized transaction processing across their blockchain in an efficient and sustainable manner.

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# Our Clients



# Our Clients



# Our Team



**RUSKIN FELIX**

CEO



**RAJAT MOHINDROO**

PARTNER



**JEET PANCHAL**

HEAD - BRANDING



**AKANKSHA DUGAR**

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*Looking forward to hearing from you*

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