

THE NEW
YOU BUSINESS

new
YOU **AI**

THE NEW YOU





The end goal of people who go to fitness centers...

Is not an access to the equipment or trainers

It's to get in shape.





The overriding
reason people go
to their doctor...

Is not to obtain drug prescriptions

Is not a medical examination or therapeutic procedures

It is to get well.





Students' primary motive for going to college....

Is not to buy a lot of books or visit library

Is not having their papers and exams graded by professors

Is not to have the classroom and all-around college experience

It is to gain skills or expertise or pursue a career.



Working for a company as a fresher or experienced....

Is not to have more money, perks, and take-home package

Is not to have great office environment or comforts

Is not to seek great brand name or big turnover or staff.

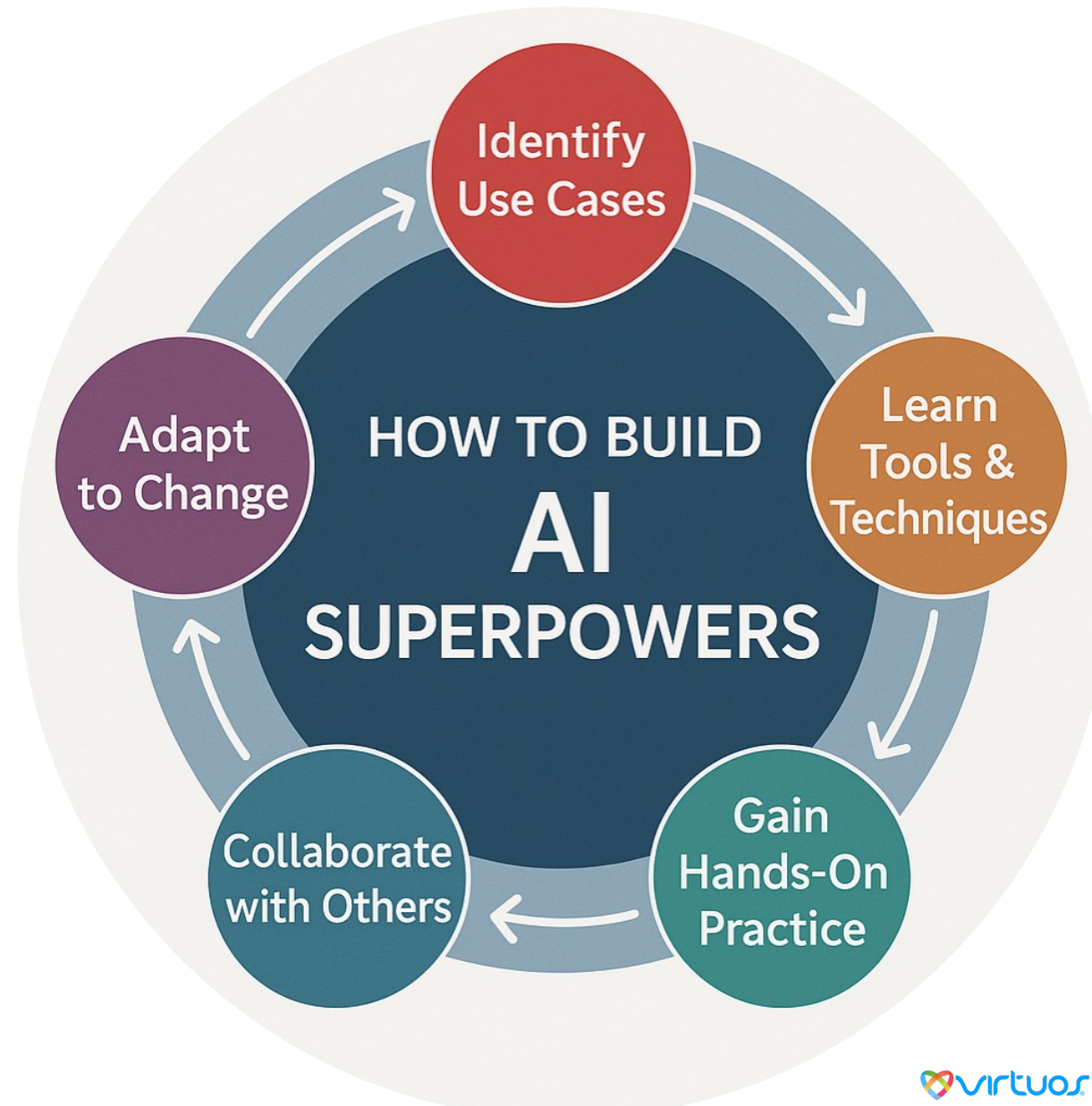
Is to transform and become a “new you” .

” How Do you become The New You.



By Becoming
“Valuable” Asset
That only appreciates
and never depreciates.

” And by
building AI
superpowers.





How Transformations are unique.

What is Transformation? It's Everything.

Even though we're all filled with hopes, aims, and ambitions, significant change is incredibly hard to accomplish on our own.

There's an opportunity called – Transformation business, in which we partner with customers to improve fundamental aspect of their lives – to achieve a "new you"



1 Selling a distinct economic offering

Welcome to the Experience Economy (Xonomy)

Companies and economies create more and more value as they shift from selling commodities to manufacturing goods to delivering services to staging experiences.

Transformations extend this progression to the fifth level, where companies help customers achieve major change.



2

Focusing on the Customer's success

”

- How customers experience desired results?
- Are these goods, services, or experiences?
- What's the customer's definition of success?
- What guides a company to compete on transformations?





Commitment – if
you fail once, the
experience is big
Zero.



True Transformations Require Composition.

True transformations not only require "complete" solutions but composability

- Composable Thinking
- Composable Architecture
- Composable Technologies



Having a solutions
mindset.





Let's define
what's a
successful
Transformation?



Three Step
Process



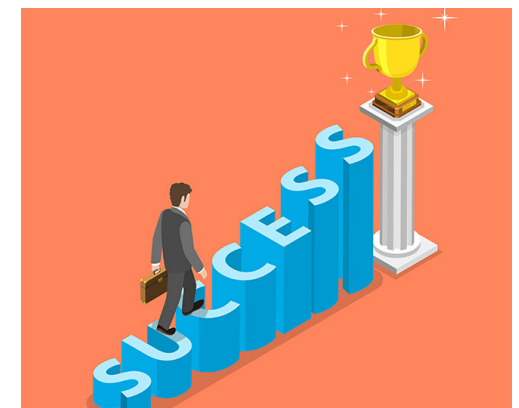
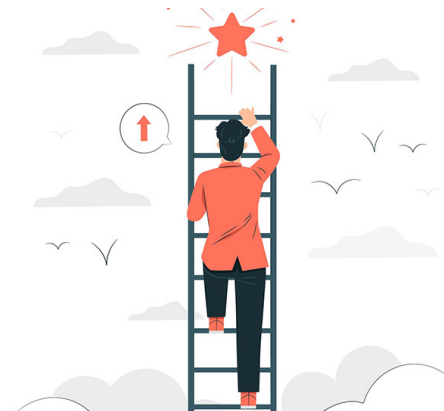
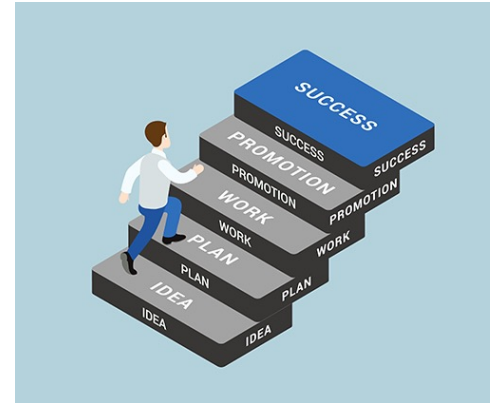
Ascertain the Jobs to be done.

These jobs fall into four categories

- **Functional Jobs** represent a goal or a task the customer is trying to accomplish
- **Emotional Jobs** address the feelings (empowerment, being appreciated)
- **Social Jobs** concern how an individual wants to be perceived
- **Aspirational Jobs** sit at the highest level of what motivates people

Define the success along the way

Employees must spend time interacting with customers to understand what success looks like at every point along the transformation journey





Identify the barriers to the Customer's Success



These barriers exist in three primary domains

- Resources (available offerings, time, budget)
- Customer Readiness (skills, motivation, clarity)
- Context (when and where things are done)



Who are the biggest disruptors in today's VUCA World?

A) CUSTOMERS

B) COMPETITION

C) EMPLOYEES

D) ECONOMY

E) VUCA



Designing the Offerings In Five Steps....



Transformations aren't produced in a factory or placed on a shelf in a store; they are achieved in partnership with the person being transformed

Once the company has ascertained "JOBS TO BE DONE"; defined "SUCCESS AT EVERY STAGE IN THE JOURNEY" and identified the barriers that must be overcome.



1 Integrate Solutions

Transformation involve “integrations”.

The integration of “people, technologies, offerings, services, products, and experiences”



If anything is missing in the integration, then it's not called the “solution”.





2

Engage each customer as an essential partner

Design the journey to guide, and equip customers for their role in a transformation

Company's role in transformation is guided by the "Solution Mix" and acting as true partner with people (committed, loyal and honest), processes (dynamic, robust, and agile), trust (transparency, integrity, and reliability), and technologies (composable, Low-code no-code and adaptable)



Transformation
Journeys are
individual
experiences

3

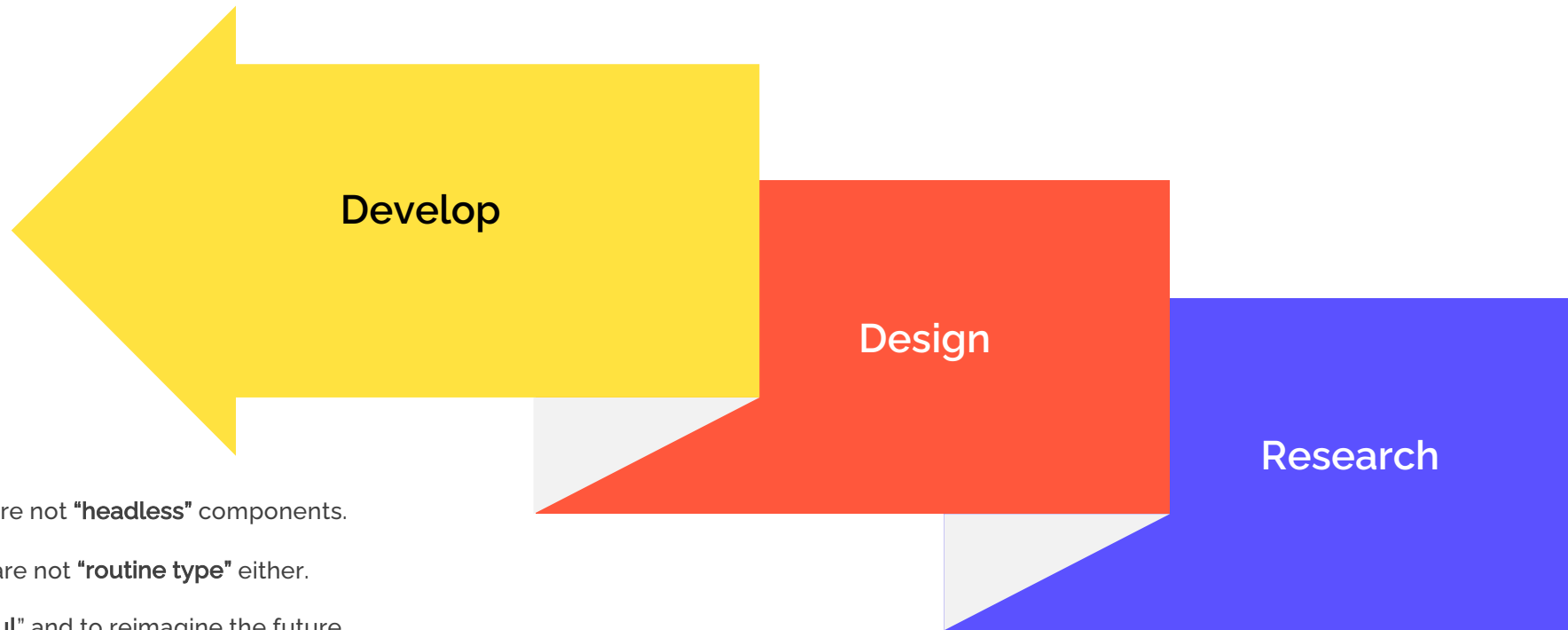
Provide customized
and personalized
support

Customized support and guidance according to each person's
unique situation, preferences, motivation, and skills.

Work is Flow

4

Support the full range of jobs to be done



Today's developers are not **"headless"** components.

Today's consultants are not **"routine type"** either.

They are for **"long haul"** and to reimagine the future for customers.

5 Charge for the outcomes

True transformation is beyond charging for licenses, services or experiences.

This is about how we build offerings, and how they align with customers' expectations. How customers value "the relationship" and benefit from the offerings.

These are Transformational Outcomes.



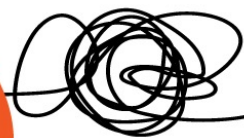


If organization is falling behind, it
needs to change its tactics, change its
pace, or change the players

Change is Constant

The only thing constant is change.

EXPLORE



EXPLOIT



new
YOU^{AI}



CONSULTING AI + DIGITAL TRANSFORMATION AND SERVICES

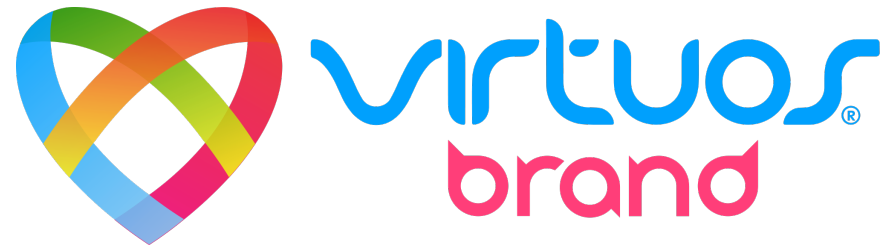
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Working Together, To Create Something New in 2025.



October.ai

AI-powered customer experience platform optimizing journeys, personalization, loyalty, retention, satisfaction.



Skillnow

On-demand learning platform enhancing workforce skills, growth, productivity, performance.



Crosswalk.ai

AI-led gig talent marketplace for curated, skilled, on-demand professionals.

Working Together, To Create Something New in 2025.



vurve.ai

AI-powered bot enabling seamless WhatsApp and messenger integration for smart, automated answers



Agenticle

AI-driven virtual agent platform delivering intelligent, automated interactions across digital channels and workflows.



Agentcart

Provides AI agents for a fee across commerce, customer service, marketing, and workflow automation.



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The future-fit employees
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because we want
employees to be true
owners of success.

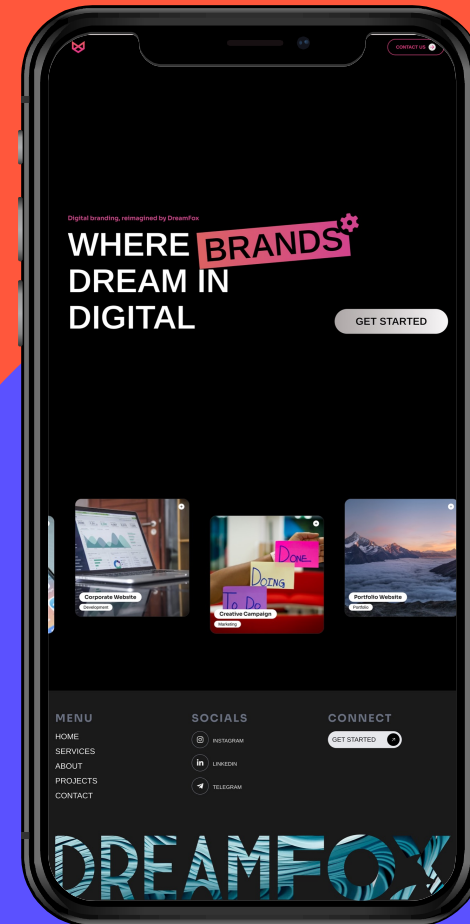




DreamFox can change the life of a company with AI-Led Marketing Initiatives

We know from hundreds of Examples where a "simple idea" transformed the world.

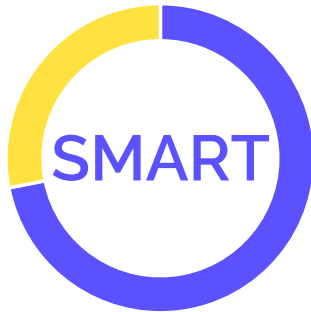
WE ARE ON IT.



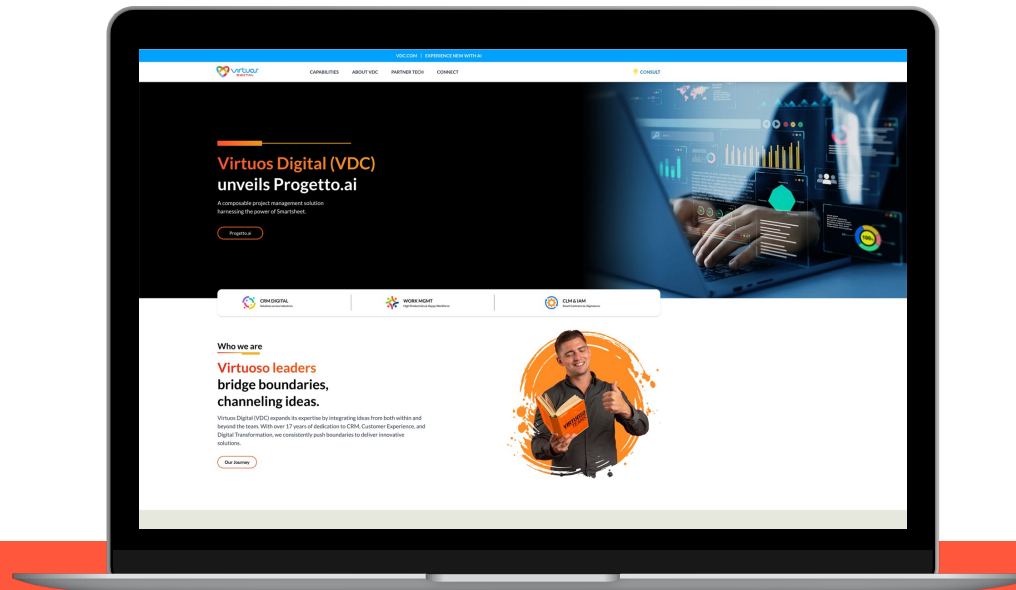
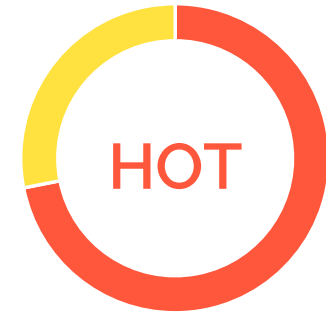


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THANK
YOU

