

ea

INNOVATE COMMUNICATE EMPOWER

EVOLUTIONARY

ARCHETYPES CONSULTING



10+
Years of
Experience

EA PHILOSOPHY

Prime Directive: **INNOVATE, COMMUNICATE & EMPOWER**

"Follow your bliss.

If you do follow your bliss, you put yourself on a kind of track that has been there all the while waiting for you, and the life you ought to be living is the one you are living."

Joseph Campbell, Mythologist

We aspire to get inspired on our path by preparing for different scenarios in a changing world, intending to stay positive up and down the business cycle, and taking responsibility for our decisions.

We are experts in innovation research, science communication, empowerment narratives and collaborative EdTech. Together with our clients and partners, we have the opportunity to co-create impactful solutions that prove useful in a yet undefined future.

We believe the most inspired work happens when balancing seemingly mutually exclusive concepts: the Invisible vs. the visible, science vs. art, capitalism vs. collaboration, quantitative vs. qualitative, facts vs. intuition.



EA INTRODUCTION

EA CONSULTING

Evolutionary Archetypes Consulting SL collaborates to innovate, communicate and empower. We follow the evolutionary path of recognizing ancient archetypal patterns and growing through the empowerment of the individual.

Our evolution is our revolution.

Innovation Research

INNOVATE

With innovation research, we study and analyze knowledge that can inspire innovators and entrepreneurs to innovate and succeed.

Science Communication

COMMUNICATE

With science communication, we take encouraging insights from scientific and technology research and share the knowledge in everyone's words.

Narrative

EMPOWER

The most important audience for our Business Playbooks is none other than ourselves. .

REFLECT WITH US TO CHANGE THE FUTURE

Innovation **RESEARCH**

“One does not become enlightened by imagining figures of light, but by making the darkness conscious.” **Carl Jung**

With **innovation research**, we study and analyze knowledge that can inspire innovators and entrepreneurs to innovate and succeed.

Innovation and entrepreneurship are an **art** and a **science**.

The art lies in embracing the intangible: intuition, inspiration, intention and personal metaphysical beliefs to create novel ideas and translate them into successful businesses.

The science of innovation and entrepreneurship involves studying, knowing, understanding and applying business-related facts such as economic principles and markets and competition research, all the way to legal, operational, financial, sales, marketing and human resources management.

With our innovation research activities, we aim to understand how everything is connected.



UNDERSTAND THE PARADIGM TO CHANGE IT

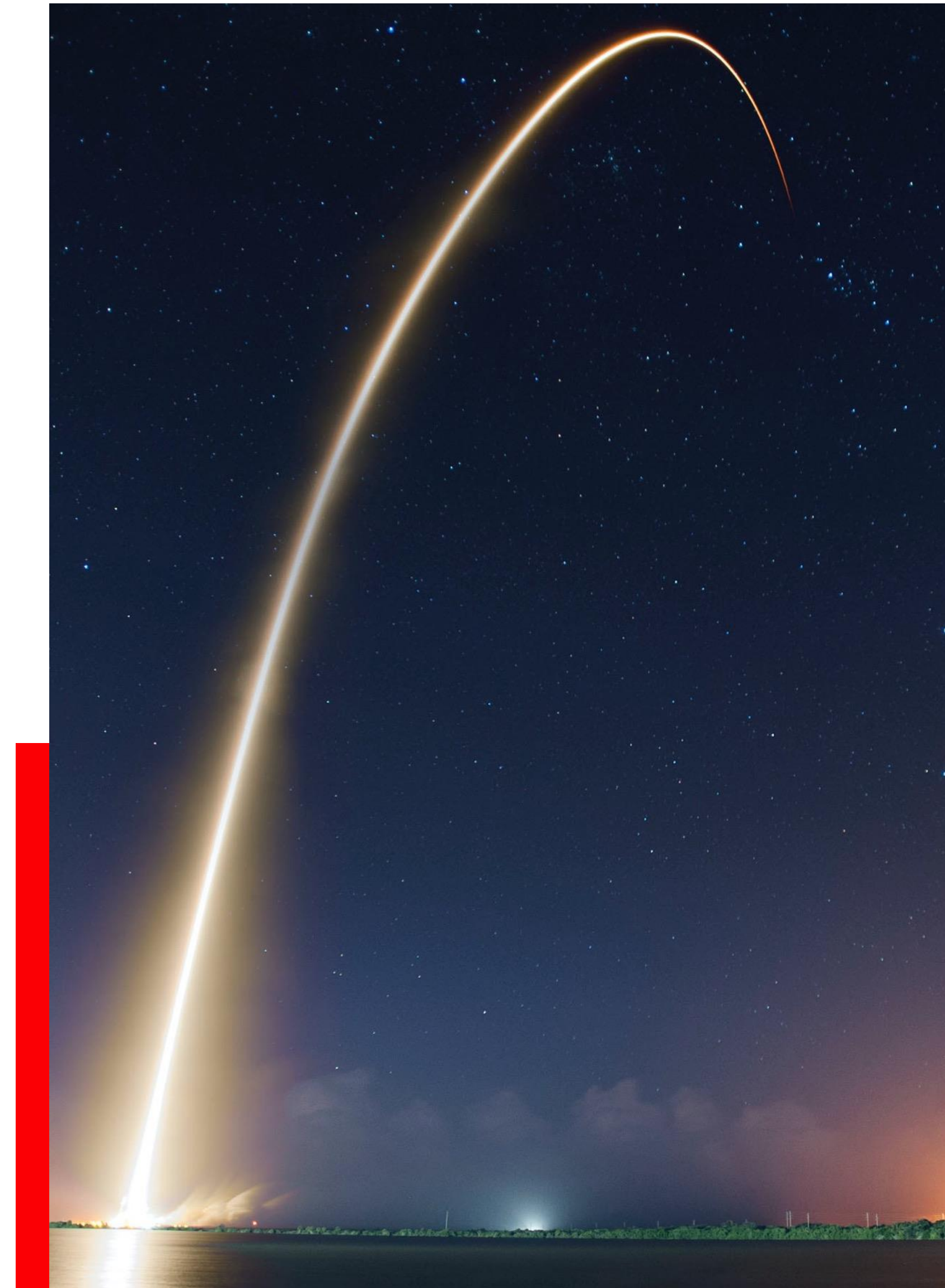
Science **COMMUNICATION**

“The historian of science may be tempted to exclaim that when paradigms change, the world itself changes with them.” **Thomas Kuhn**

With **science communication**, we take encouraging insights from scientific and technology research and share the knowledge in everyone’s words.

We are interested in the ontology and epistemology of science, particularly as we agree with Almond and Genco in a sense that depending on whether we are dealing with “clock” or “cloud” behavior, specific methods are required.

We are particularly interested in how we could use scientific methods to discover our cognitive blind spots, to unearth what we didn’t know that we didn’t know. The goal of it not being to know everything but to discovering new ways of thinking and innovative solutions.



WHO OWNS THE NARRATIVE, SHAPES THE FUTURE

Empowerment **Narrative**

My life's like a soundtrack I wrote to the beat." Dr. DRE published in 1999, remastered in 2011, sealed into human history in 2022

As businesses, we aim to create our trajectories aligned with the curves of the business cycle so we imprint our legacies. Understanding and determining our stories enables us to center our identities, determine our future destinies and to making informed decisions because they reflect our values.

The Business Playbook contains the firm's policies, practices and principles expressed in the funding/growth narrative, a thorough and realistic financial plan, a pitch deck and other documents based on existing company documents and interviews with internal and external key stakeholders.

The most important audience for our Business Playbooks is none other than ourselves. We need to remember the story, the root, the reason we run our businesses, no matter how challenging or riveting the times.



KNOWLEDGE – LEARNING - METHOD

Collaborative EdTech

“Not having heard something is not as good as having heard it; having heard it is not as good as having seen it; having seen it is not as good as knowing it; knowing it is not as good as putting it into practice..” Xun Kuang - Chinese Confucian philosopher

As we are quickly moving to the final frontier of the AI and into the quantum age, we have three main hypotheses:

Hypothesis 1: Knowledge is the currency of the future.

Hypothesis 2: Learning will be the most important skill of all.

Hypothesis 3: Experiential teaching methods will be the main bridge to connect knowledge with learning.

We aim to support and participate in this future decision-making landscape by customizing e-learning platforms and with our Co-Founder's very own ICARUS AI.





Synergies in an
**AGE OF
SPECIALIZATION**

Innovation
COLLABORATION
Future

“Great things in business are never done by one person; they’re done by a team of people.” Steve Jobs

Horizon Europe collaboration allows us to get involved directly in R&D projects supporting the researchers with technology and resources.

Ricardo’s trade theory on specializing in our comparative advantage can also be applied to individuals. The benefits of specialization can only work if nations trade with each other, i.e. individuals collaborate with each other.

This also means that we have to widen our horizon regarding the skills we consider of value. And this also means that the more diverse the team, the higher the potential for unexpected groundbreaking results.



ea Evolutionary ARCHETYPES

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