



## **Mission Statement**

---

### **Initiatives**

NKN is a professional firm aimed to the identification, design, development, and support of enterprise initiatives.

### **Knowledge**

Focused on the different aspects of knowledge management and business processes, NKN seeks the integration of Internet communication, and telecommunication and information technologies, whether they are distinctive elements or strategic values of the business.

### **Value**

The activity areas include all the phases of the life cycle of an initiative, from the definition and analysis of the feasibility or business plan, to the enterprise's technical and technological development of the initiative, considering fund raising and resources management, as well.

### **Collaboration**

The preferred model of collaboration corresponds to consultancy projects with defined and measurable objectives. Nevertheless, NKN considers other approaches like participating the businesses and the development of in-house projects and start-ups.

### **Innovation**

NKN has been carrying out an intense work in and around web communication enterprises, defining start-ups and new initiatives by developing multi-company projects. The cultural and educative areas are covered by the expertise of our professionals, contributing with a valuable experience in digital editing, educative formats and contents, and the generation of interactive services and contents. Other sectors of expertise include health providers and telecommunications.



## Services

### **Business feasibility assessment**

- . Business model
- . Technological platform -maturity, cost, evolution, ...
- . Strategy and competence
- . Legal issues

### **Fund raising**

- . Sharing model
- . Institutional funds and venture capital
- . Merges and alliances

### **Business development**

- . Model
- . Strategy
- . Marketing
- . Finance

### **Strategy**

- . Products
- . Contents
- . Alliances

### **Management**

- . Enterprise settlement
- . Legal, financial, and operations management
- . Communication
- . Corporate value

### **Tools and systems development**

- . Web sites
- . Internet applications
- . Design and operation concepts



## Address

### **New Knowledge Network, S.A.**

#### **NKN**

Gutiérrez Solana, 8

28036 Madrid

España Spain

Phone: +34 91 561 71 50

Fax: +34 91 562 07 41