


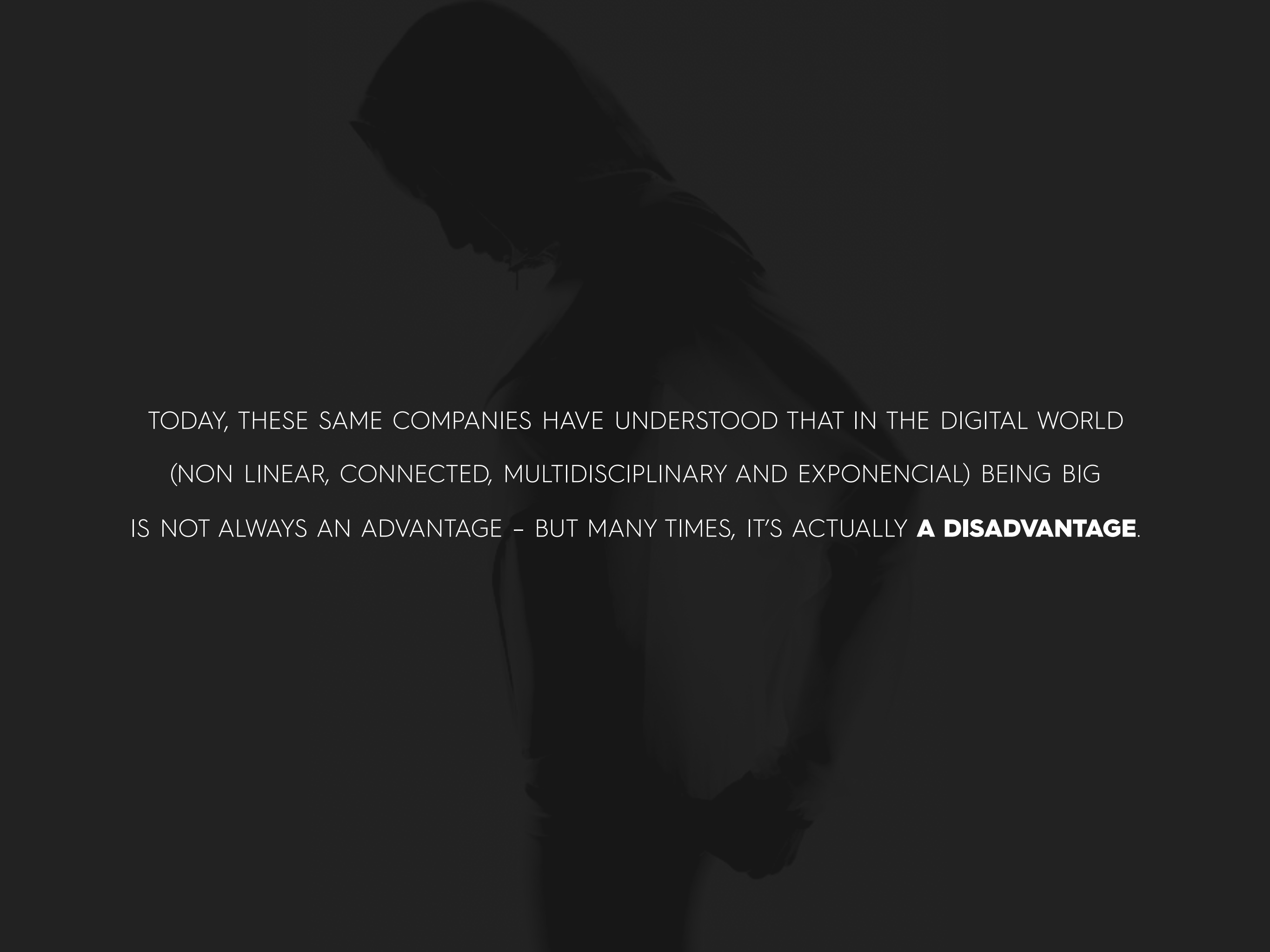
A dark silhouette of a person wearing a hoodie, positioned in the background of the entire image. The person's head is tilted down, and their arms are slightly away from their body.

# TUDOR

powered by  AEROLITO



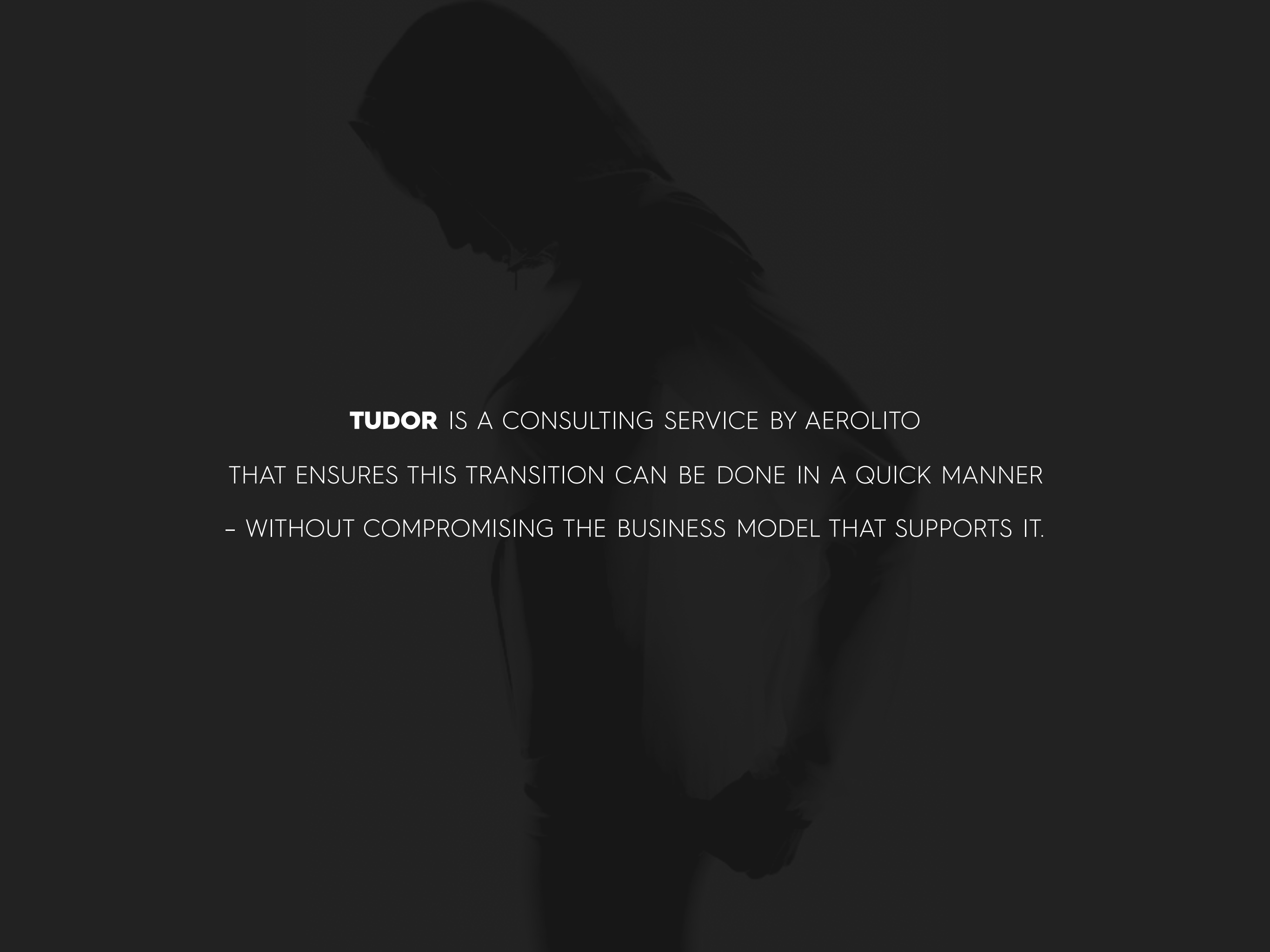
NOT TOO LONG AGO, BIG COMPANIES HAD  
AN IMPORTANT COMPETITIVE ADVANTAGE WHEN IT  
CAME TO NEW COMPANIES IN THE MARKET: IT WAS, IN FACT, **ITS SIZE.**



TODAY, THESE SAME COMPANIES HAVE UNDERSTOOD THAT IN THE DIGITAL WORLD  
(NON LINEAR, CONNECTED, MULTIDISCIPLINARY AND EXPONENCIAL) BEING BIG  
IS NOT ALWAYS AN ADVANTAGE – BUT MANY TIMES, IT’S ACTUALLY **A DISADVANTAGE.**



TO FIT INTO THIS NEW ERA, THESE CORPORATIONS  
ARE SEARCHING FOR NEW WAYS TO MAKE A TRANSITION FROM THE CURRENT BUSINESS MODEL  
TO A MORE **CONTEMPORARY AND LEAN** FORMAT.



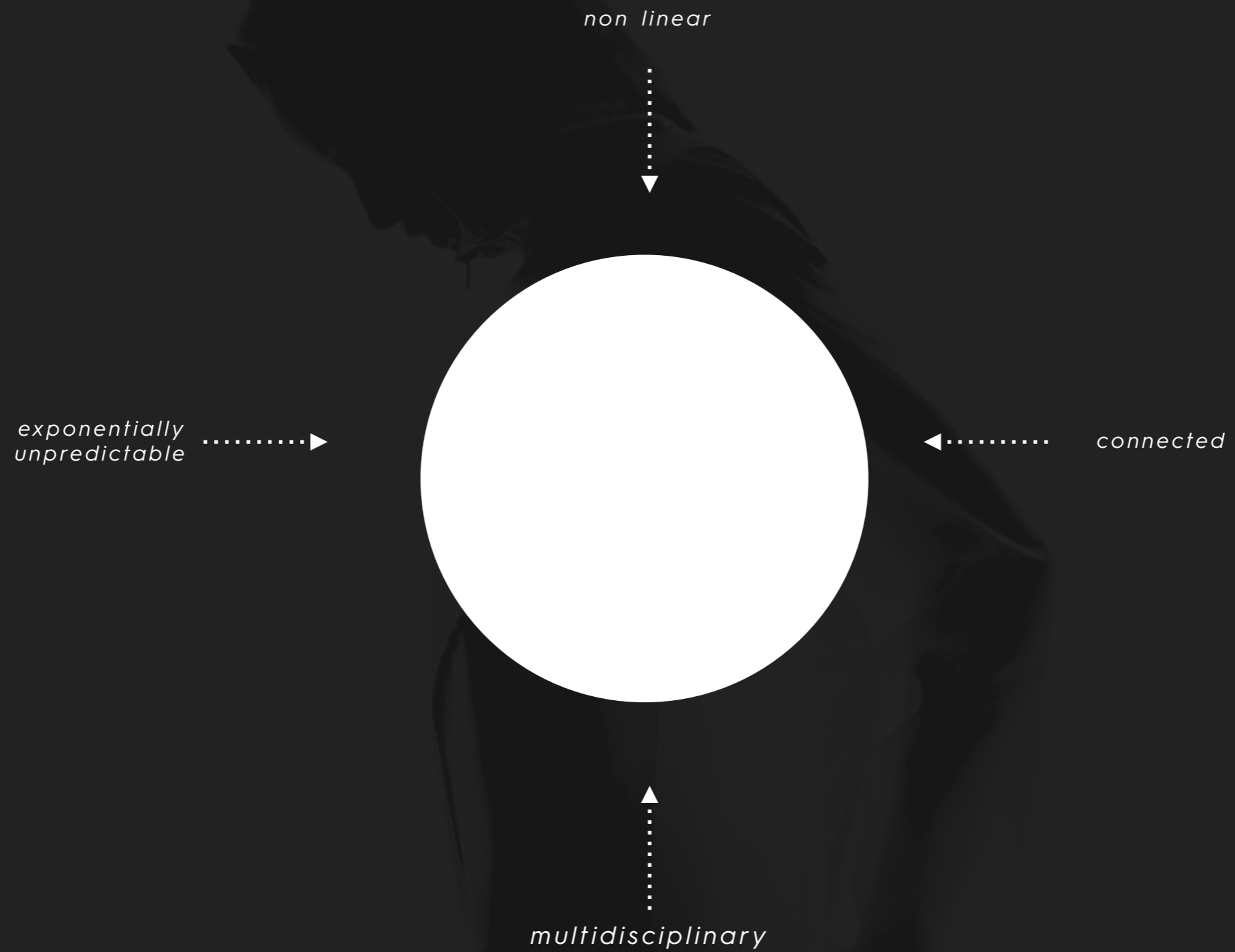
**TUDOR** IS A CONSULTING SERVICE BY AEROLITO  
THAT ENSURES THIS TRANSITION CAN BE DONE IN A QUICK MANNER  
– WITHOUT COMPROMISING THE BUSINESS MODEL THAT SUPPORTS IT.



**TUDOR** IS A SIX-STEP PROCESS.

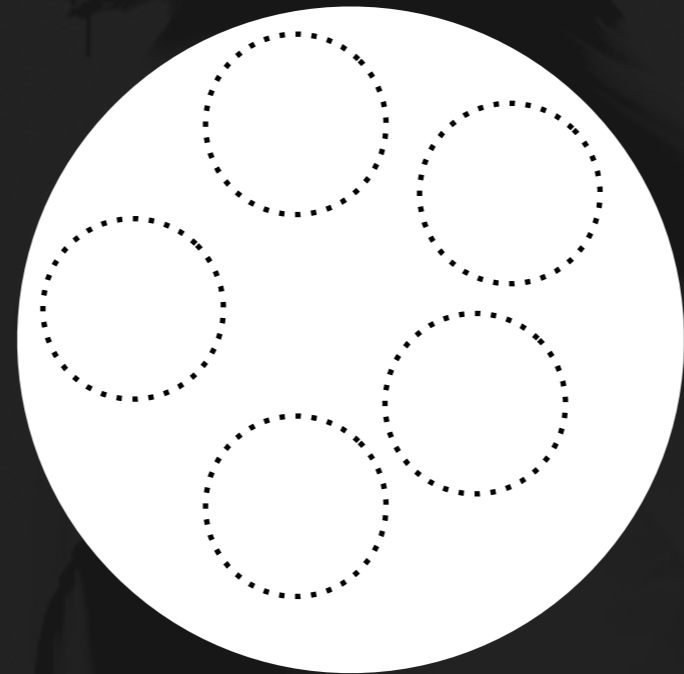


WE IDENTIFY THE CHALLENGES OF THE **MAIN COMPANY.**



WE HELP THE COMPANY TO UNDERSTAND THE PARADIGMS OF **DIGITAL MANAGEMENT.**

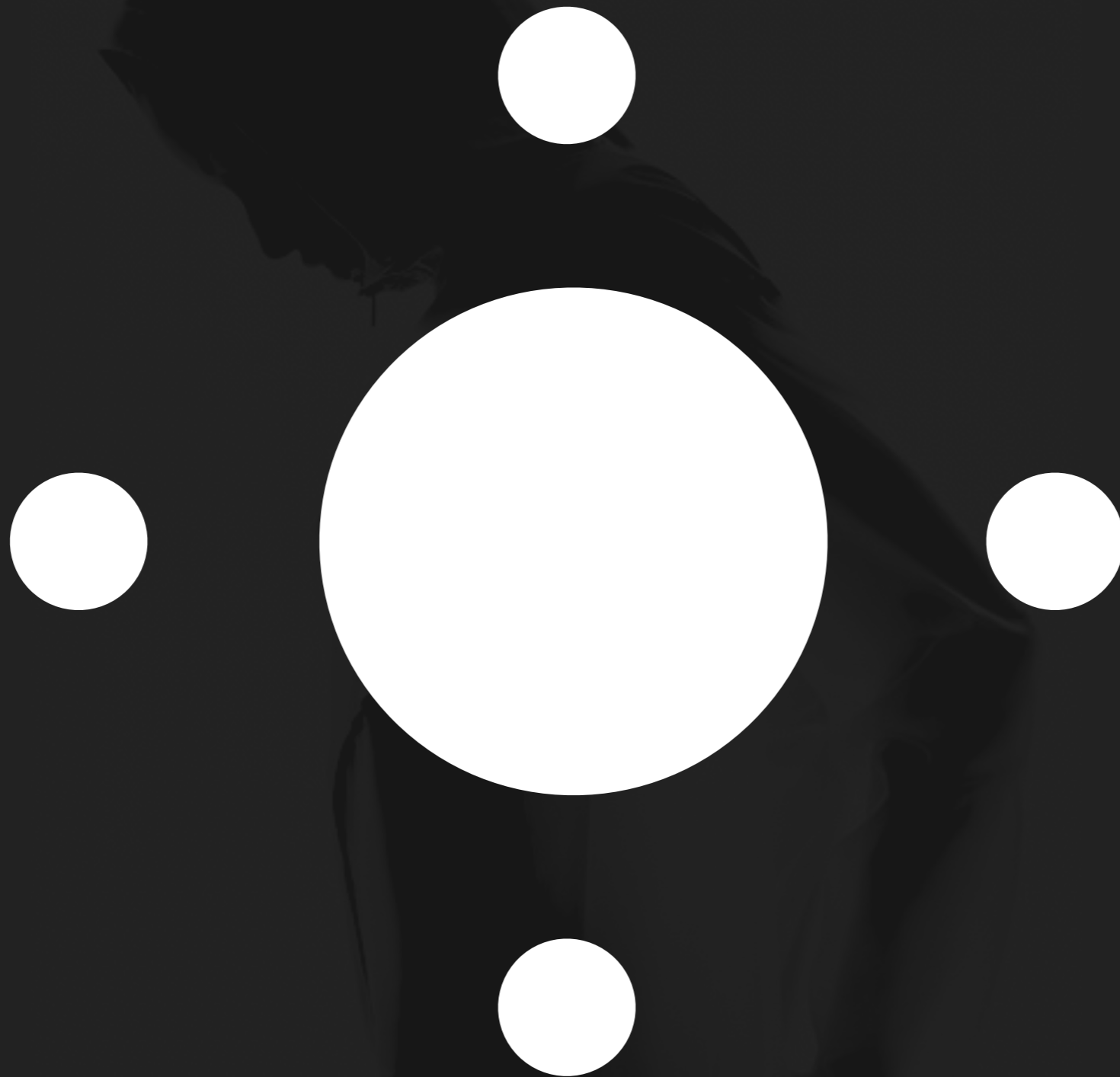




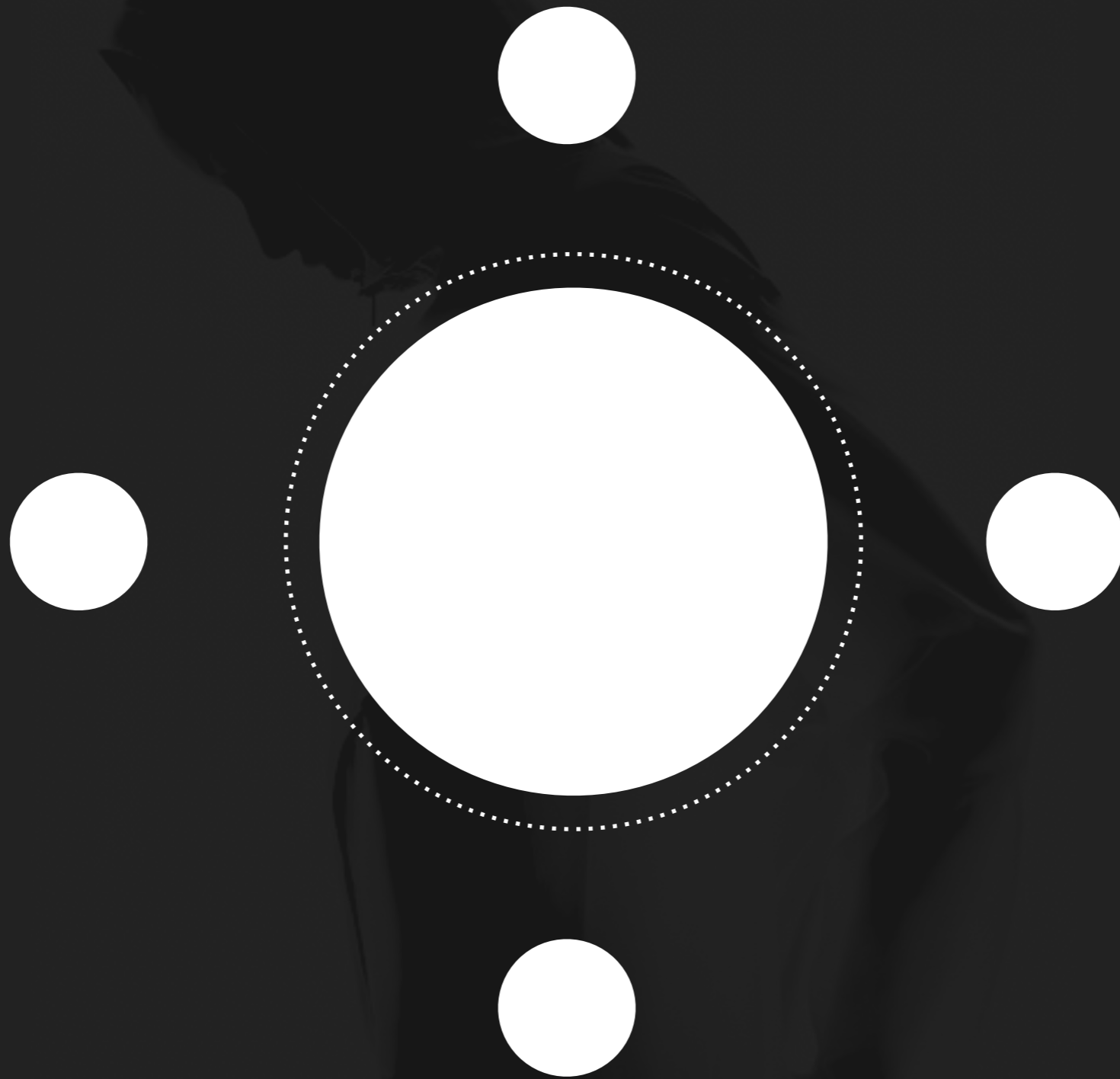
WE HELP IDENTIFY WHO ARE THE **DISRUPTORS** INSIDE THE COMPANY.



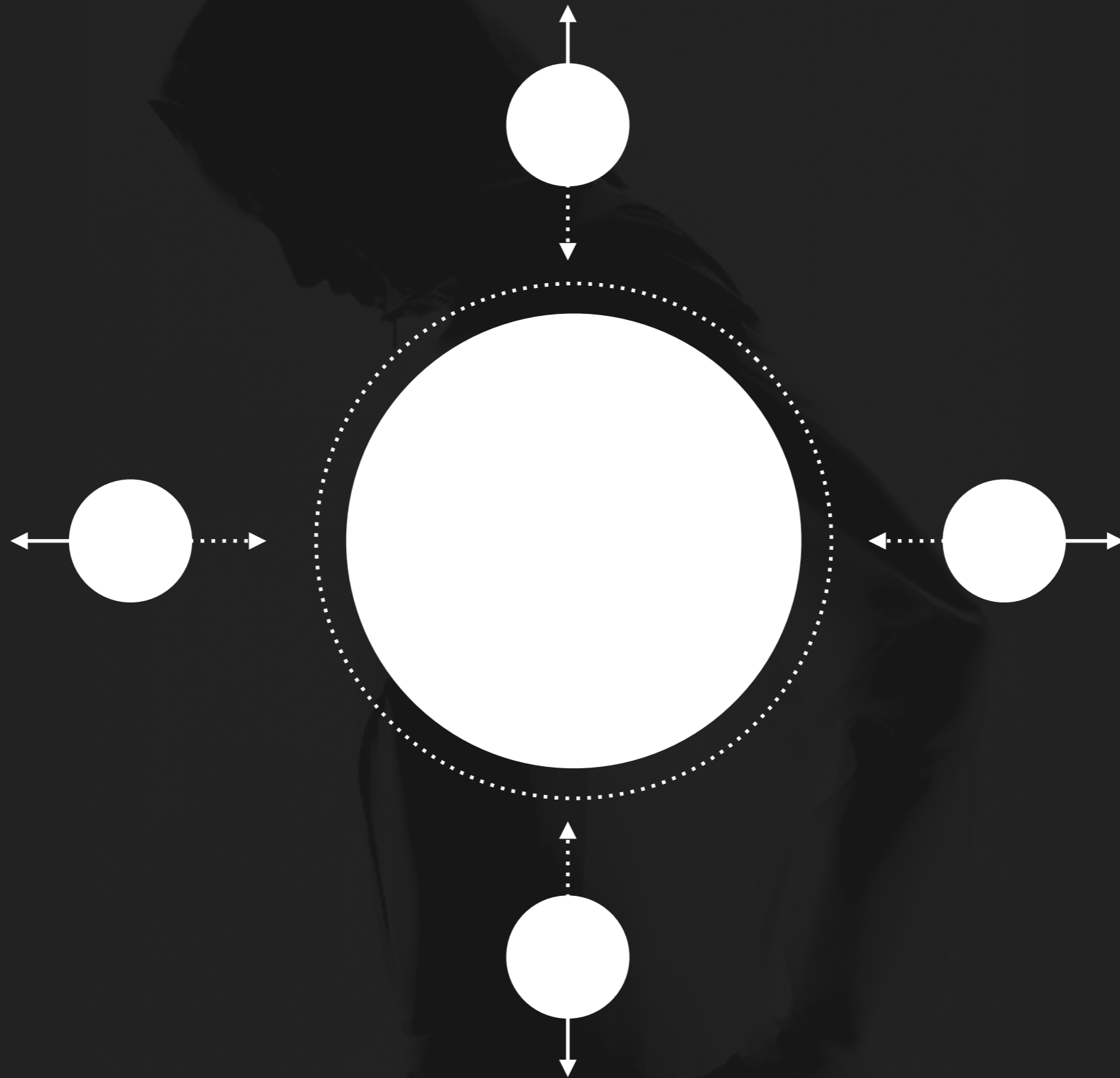
WE HELP TO CREATE A CULTURE OF **INTRAPRENEURSHIP.**



WE ENCOURAGE THE CREATION OF NEW ORGANISMS **OUTSIDE THE COMPANY** (SPIN-OFFS).



WE FIND A WAY TO PROTECT THE SPIN-OFFS FROM THE **MAIN COMPANY'S** ANTIBODIES.



THE SPIN-OFFS DISTANCE THEMSELVES FROM THE MAIN COMPANY, WHILE WORKING ON **A/B TESTING**.




**TUDOR** IS A CONSULTING SERVICE OFFERED BY AEROLITO  
TO ONLY FOUR COMPANIES EACH YEAR.

IF YOU WANT TO BE ONE OF THEM IN 2017: [HELLO@AEROLI.TO](mailto:HELLO@AEROLI.TO)

A dark silhouette of a person wearing a hoodie, positioned in the background of the page. The person's head is tilted down, and their arms are slightly away from their body.

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