Synergy Pathways

Growth through Knowledge for Action & Action for Knowledge

Key Competencies
Business development, Business model development, Industry Intelligence, Internationalisation, Industry diversification, Market research, Organisational development, Strategy development, Technology transfer, Knowledge transfer, Interdisciplinary Heritage Motorsport Training, India, South East Asia

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Our Focus and Areas of Motorsport Expertise

Our focus is the concrete and practical facilitation of international business development for Small and Medium Size Enterprises (SME's). Company co-founders and project leaders are Riccardo Paterni and Samit Naik, with Dr Tim Angus acting as an Associate Consultant for motorsport.

Our area of expertise is in 'the business of motorsport'.

We have an **extensive knowledge** pool and **business network**, within **global motorsport** and have a track record in delivering world-class motorsport projects and business development support for motorsport SME's.

We have utilised our expertise and network from an organizational and business development point of view in the motorsport industry working with racing cars and karts manufacturers (operating on a global scale), supercars manufacturers as well as international motorsport organizations and federations.

Our Vision

To enable the reach of organisational and individual potential on a global scale driven by a key principle: Growht Through Knowledge for Action & Action for Knowledge: facilitating critical thinking, stimulating practical action.

Our Mission: we concretely add value to motorsport businesses by

* helping to **identify** and leverage at best organizational strenghts and manage weakenesses ;
* becoming aware on how to **leverage know-how** to maximum effect wihin the current markeplace and new ones;
* helping to identify new **opportunities** focusing on **industry diversification** and **know-how transfer**;
* offering detailed help with market research for **new marketplaces**;
* helping to leverage at best on **your brand** in new markets;
* **helping to sell** your know-how, and relevant products and services, into **international markets** by utilising our extensive global motorsport and business network;
* helping to idenitfy and access **sources of funding** to fuel growth.

Our Values and Key Strengths

* **We reach** strategically and operationally several areas of the globe;
* We focus on expressing our services by utilizing at best our integrated **cross-cultural global experiences and networks;**
* We are driven by a need to constantly learn and perceive things from several perspectives, always **evidence based;**
* Our **mind-set is entrepreneurial** driven by an overall organizational view that enables us to work with our clients in a fully synergic way in which we strategically and operationally guide and support them **side-by-side**;
* We stimulate the implementation of **innovation practices** in order to ensure the expression of the full organizational potential towards international opportunities.

Motorsport research, books, studies

Motorsport Going Global. The challenges faced by the world motorsport industry. (book co-authored by Tim Angus)

Motorsport industry. Driving innovation and Industry diversification. Presentation at Regent's University London by Riccardo Paterni co-authoered by Tim Angus

The National Survey of UK Motorsport Engineering and Services 2000 (MIA) co-reseracher Tim Angus

Innovazione a tutto gas! Da 100 anni di Motorsport il carburante all'Innovazione in azienda (Innovation full throttle) book authored by Riccardo Paterni and Samit Naik

Innovazione e performance. Nella scia di Ayrton Senna: apprendere i fondamenti su come scoprire e dare il meglio di se. (Innovation and performance following Ayrton Senna path). book co-authored by Riccardo Paterni

(**other Motorsport Industry reserach studies**)

(**brief articles on these topics**)