



Strategic Business Model Innovation

with Whello

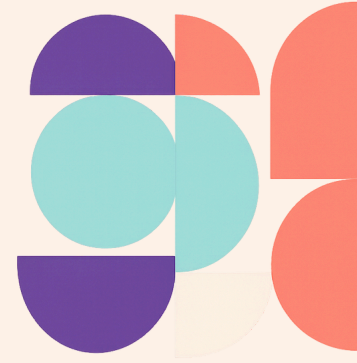
2022



From Crowded Market Competitor to Blue Ocean Leader

When reliable performance isn't enough to stand out, transformation becomes essential. Whello, a trusted digital agency, sought to break free from the constraints of a crowded, highly competitive market. To move from a reliable vendor to a preferred strategic partner, the company partnered with Future Positive to reimagine its business model, creating Whello 4.0, a next-generation framework designed for differentiation, scalability, and sustainable growth.



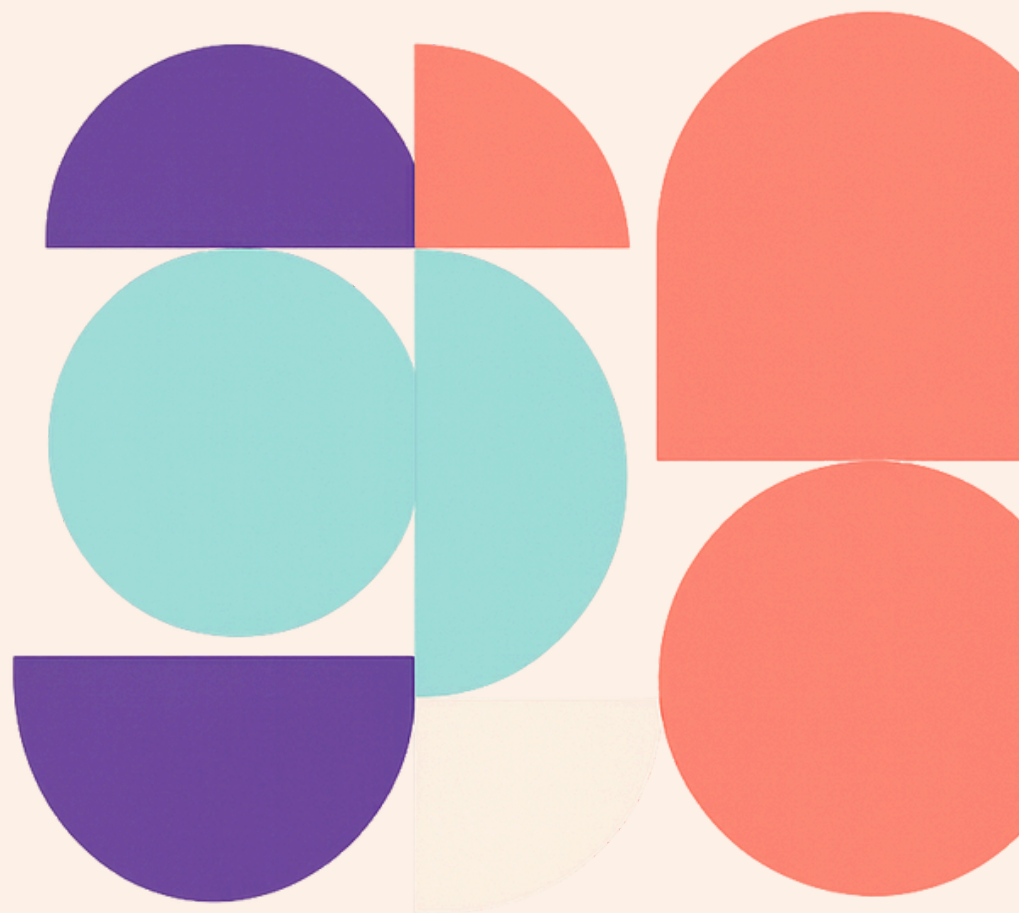


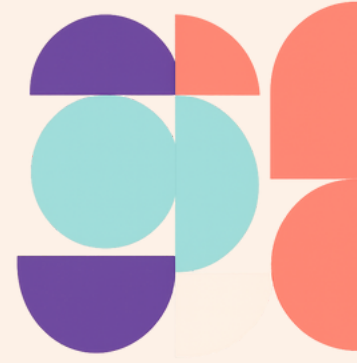
Overview

In an increasingly saturated digital marketing landscape, Whello faced a familiar challenge: strong capabilities, loyal clients, but limited differentiation. Competing on cost and reliability was no longer enough to ensure long-term growth or strategic relevance.

Future Positive collaborated with Whello to redefine their business model from the ground up, creating a value proposition that made competition irrelevant.

The transformation focused on developing a sustainable, intelligence-based growth strategy and strategic partnerships that would elevate Whello from a vendor role to a collaborative business accelerator for clients.





CHALLENGE

Breaking Free from Red Ocean Competition

Whello's leadership recognized that the agency's growth potential was constrained by traditional business models and industry norms.

Key challenges included:

- Operating in a highly competitive “red ocean” market with minimal differentiation
- Being perceived as a reliable vendor, not a strategic partner
- Relying on a traditional value–cost trade-off, limiting innovation and profitability
- Lacking a scalable, intelligence-driven growth framework
- Needing to design a sustainable model that aligns culture, profit, and purpose

SOLUTION

Whello 4.0: Blue Ocean Business Model Innovation

Future Positive facilitated Whello's transformation through a structured, evidence-based innovation process, combining strategic design, partnership modeling, and cultural evolution.

Our Approach Included:

1. Business Model Canvas Workshops: mapping and redesigning value creation, delivery, and capture strategies.
2. Partnership Strategy Design: co-developing new collaboration models with incubators, accelerators, and ecosystem partners.
3. Revenue-Sharing Framework: aligning stakeholder incentives to create mutual value and shared success.
4. Legal & Tax Optimization: ensuring financial efficiency and compliance during the transition.
5. Emotional Intelligence & Wellbeing Sessions: fostering a mindset shift and supporting cultural resilience throughout the transformation.

This holistic approach united strategy, structure, and culture: ensuring the new business model was not only innovative but also human-centered and sustainable.

Empowering Women.
Elevating Leadership.
Strengthening
Culture.

IMPACT

& ROI

€2.3M

additional profit projected
over four years

3x

increase in profitability per
customer

51%

employee advocacy for new
initiatives





Ready to Redesign How You Engage Customers?

Future Positive helps organizations move beyond competition by combining behavioral insights, and cultural transformation for better customer engagement.

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