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# catalytic-A



We help companies and organizations strengthen their **competitiveness** and **impact** by transforming their culture and strategies to address social, technological, environmental, and market challenges through innovation.

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The ability to adapt and innovate is essential to **well-being, growth, and sustainability.**



Conventional solutions are no longer enough. Visionary companies and organizations need to innovate through an agile, inclusive, and collaborative evidence-based approach that turns structural challenges into tangible opportunities for growth and transformation.

*“Innovation has become synonymous with technology, and it shouldn’t be. Innovation is about new ways of thinking, creating, and operating.”*

Sheryl Sandberg.

## CLIENTS & PARTNERS



[See our Business Cases here](#)



# WHAT WE DO?

## 1 **STRATEGIC EVIDENCE: Insights and knowledge to guide decisions and anticipate the future**

Through applied research, diagnostics, systematizations, and evaluations, we help you to understand your current context, capture critical learning, and identify the best path forward. This strengthens your ability to respond, adapt, and anticipate change while improving results and impact.

## 2 **STRATEGIC DESIGN: Direction, competitiveness, and positioning**

We analyze trends and co-create strategies with your team, including plans, models, roadmaps, guides, and theories of change. Our goal is to help you define direction, unlock opportunities, and strengthen competitiveness while fostering collaboration, learning, and innovation. We also support your external communications so your strategy and positioning are expressed with clarity and consistency.

## 3 **CHANGE MANAGEMENT: Capabilities, governance, communication, and culture to align teams and sustain change.**

We support the implementation and adoption of strategies and innovations across teams and leadership. This includes strengthening internal capabilities, practices, governance, communication, and culture so change can take root and endure over time, while also mainstreaming equal opportunity, inclusion, and well-being.



# WHAT WE DO?

## **4 CAPABILITY DEVELOPMENT:** **Learning experiences that strengthen innovation, leadership, digital transformation, and soft skills.**

We design and deliver participatory, high-impact learning experiences that strengthen individual and collective capabilities in innovation, digital transformation, leadership, and soft skills, helping your organization unlock its full potential.

## **5 COLLABORATIVE INNOVATION:** **Co-creation and innovation processes to design, pilot, and scale impact-driven solutions.**

Through co-creation labs, innovation processes, and open innovation approaches, we help your teams and partners design and prototype solutions such as programs, models, and projects focused on impact. Depending on your needs, we can also support piloting, implementation, and scale-up.

## **6 INNOVATION ECOSYSTEMS:** **Collaborative spaces that connect key actors, foster learning, and accelerate solutions.**

We convene spaces for collaboration, strategic reflection, and peer learning that connect key actors, give visibility to promising solutions, and foster synergies. In doing so, we help mobilize collaboration and strengthen more dynamic, resilient innovation ecosystems.



# OUR TEAM



 **Silvia Salinas**  
Co-Founder & CEO



 **Adriana Daza**  
Co-Founder &  
Co-CEO



 **Bruno Ayllón**  
Co-Founder &  
CFO



 **María René Tapia**  
MKT and  
Communications



 **Mauricio Loayza**  
Operations  
Specialist

## WHY CATALYTIC-A?

We build on Futuralab's legacy while operating as a boutique consulting firm: close, rigorous, and deeply tailored in every solution we deliver.

We combine strong local knowledge with a global perspective, bringing together thematic expertise in areas such as gender, diversity and inclusion, sustainability, and the environment with research capacity, strategic thinking, learning design, change facilitation, and stakeholder engagement.

Drawing on our experience, we continuously develop our own tools and disruptive methodologies to maximize the effectiveness and sustainability of our services.

We strengthen both individual and collective intelligence, and we integrate artificial intelligence to accelerate learning, solutions, and impact.

Our work is guided by quality, trust, coherence, collaboration, commitment, and disruptive creativity.

*"We chose to address diversity in order to create an equitable environment where our people could thrive. Along that journey, the Futuralab team, now catalytic-A, contributed enormously through their **experience** and **knowledge**."*

Raúl Bueno

CBN Corporación Boliviana Nacional

*"They are an outstanding team that adds value, opens up **new horizons**, and brings the boldness needed to set out on new paths with you".*

Martín Perez Bustamente

**solidar  
suisse**

*"They have the ability to organize and energize teams in ways that spark effective innovation processes."*

Franz Gómez

 **Fundación  
Capital**

# OUR REACH

Built on more than eight years of experience  
as Futuralab



We believe in **tailor-made innovative solutions**. That is why we work side by side with companies and organizations to deliver tangible results. If you are looking to stay ahead of what is coming next, we would love to start a deeper conversation with you.

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## **WE INNOVATE AND HELP OTHERS INNOVATE!**

Get in touch:



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