The people who build ventures, on your project.

AFINARA is a venture builder in Ras Al Khaimah. We build new businesses, and we help companies move theirs forward. Advice, delivery and interim management in three areas where the team behind AFINARA has done the work itself.

Opportunities & market entry

For a new opportunity, a new business or a move into the UAE.

- Opportunity and business case assessment
- Entering the UAE market
- Partner and supplier set-up
- Decision support for management and investors

◇ A first engagement

Opportunity Assessment

A fixed scope on one opportunity: the customer need, what it costs to deliver and what it would take. It ends in a written recommendation you can decide on.

Operations & mobility

For an operation, a product or a programme that has to work in practice.

- Operating setup and industrialisation
- Production ramp-up
- Suppliers and make-or-buy
- Programme leadership and interim management

◇ A first engagement

Operations & Ramp-up Review

A focused review of an operation, a production setup or a ramp-up plan: where it is stuck, what is missing and what to do first.

Leadership & AI

For management teams preparing for growth, change and AI.

- Leadership and management development
- Management workshops and offsites
- Executive coaching
- Practical AI readiness

◇ A first engagement

Leadership AI Readiness

A workshop programme for a management team: what AI changes in your business, where to start and what your leaders need to lead it.

AN AFINARA VENTURE

AI agents

We are setting up a venture that builds AI agents for organisations in the UAE, for example for customer enquiries and front-desk work. Interested in an early pilot? Talk to us.

HOW INVOLVED WE GET

01
We advise.
When a question needs an experienced outside view.

02
We take on projects.
When a defined piece of work needs an owner.

03
We work in operating roles.
When your organisation needs experienced people inside it for a while.

04
We build ventures.
When an opportunity needs more than an assignment, we build the business with you.

HOW A FIRST ENGAGEMENT RUNS

01
A first conversation
About the situation and what you need to decide.

02
Scope agreed in writing
What we look at, when, and on what terms.

03
The work
With the agreed check-ins along the way.

04
Findings and a recommendation
Written, for you to decide on.

WHERE THIS COMES FROM

From the beginning
Founders, co-founders and early leadership of new companies.

With CEO responsibility
Leading international automotive and mobility businesses.

Into physical products
Product and engineering requirements, suppliers and production, towards market launch.

At very different scales
From early-stage companies to international and publicly listed businesses.

Prior experience of members of the team behind AFINARA.

We bring in selected specialists where the work needs them, and stay your accountable counterpart for the agreed scope.

Fixed-scope engagements, advisory retainers or interim roles. In selected ventures, a longer-term role in the outcome. Scope and terms are agreed for each engagement.

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