



Tree s.r.l.



WE DELIVER **IMPACT** THROUGH **INNOVATION**

(Who we are)

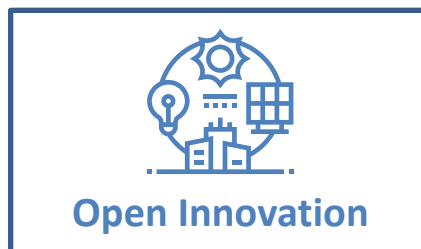
We are a global **innovation and strategy consultancy** founded in Silicon Valley that supports organisations in realising projects through the use of **innovative methodologies**. We are specialised in the **design and execution of innovation and digital strategies** with a **strong track record and expertise in the automotive industry and a particular focus on smart mobility projects**.

We believe innovation in the automotive industry starts from implementing a **customer-oriented culture** to enhance the **client's experience**.

We are **editors of the MIT Technology Review**, which allowed us to form a consolidated and exclusive **ecosystem of innovation and technology experts** which empower us to **generate impact in whole value chain of the automotive industry**.

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**MIT
Technology
Review**
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(Product description)

Understanding the market is the starting point for innovation. Our **open innovation** team provides our clients with **market intelligence**, helps create **innovation ecosystems** and fosters collaboration with one of the richest **startup ecosystems** in the world to **integrate new innovative technologies into processes and infrastructure**.

We help **transform organisations** by implementing a **growth mindset**, **adapting culture** to the new rules of the game of the **digital economy and reinventing processes and ways of working** by becoming **more agile, more entrepreneurial and closer to our customers**.

The biggest challenge for organisations is to adapt their value proposition to a changing world. We support our customers by **designing and implementing new products, prototypes or even entire businesses**.

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