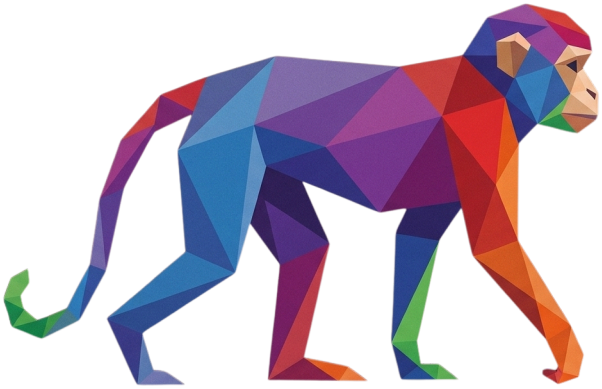
Human-centred thinking. Business-focused outcomes.

We help organisations solve complex business challenges by understanding people, reframing problems and turning insights into action.

Strategy | Design Thinking | Innovation | Leadership | Transformation



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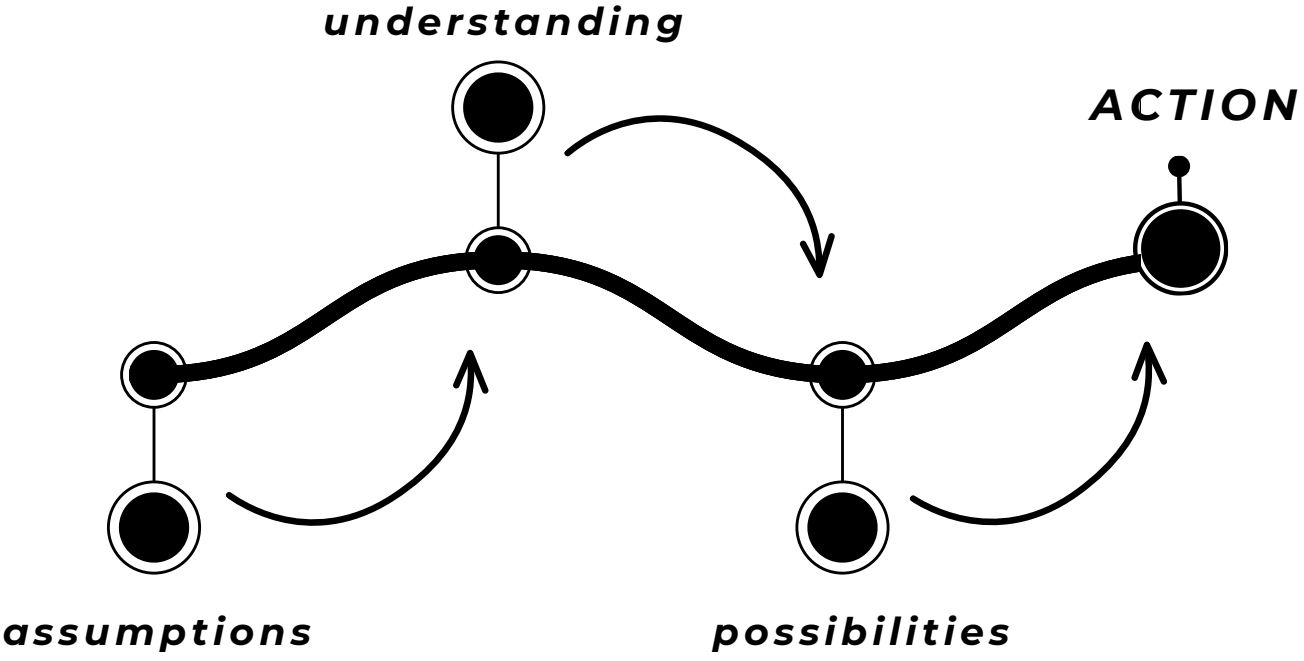
When the problem isn't as simple as it looks.

Organisations often know **what** is happening,
but struggle to understand **why**.

- Customers aren't adopting as expected
- Teams struggle to innovate beyond familiar ideas
- New initiatives don't translate into execution
- Customer experiences break across touchpoints
- Leaders are solving symptoms instead of root problems

That's where we come in

We help teams move from



From problem to progress

Consulting
Solve the right problem

We work with leadership and teams to:

- Reframe business challenges
- Understand customers and stakeholders
- Identify opportunities
- Develop innovation strategies
- Design customer / employee experiences

Design Thinking & Innovation
Creative Problem Solving

Leadership & Capability
Growth mindset. Team effectiveness. Leadership.

Implementation
Turn ideas into something real

- Prototype
- Test
- Iterate
- Pilot
- Refine
- Support implementation

The differentiator ▨▨■▨
We don't stop at the workshop

What can we help you solve?

Customer

- Improve customer experience
- Understand unmet customer needs
- Redesign journeys
- Improve adoption and engagement

People

- Build collaborative teams
- Develop future-ready leaders
- Improve employee experience
- Create a culture of innovation

Growth

- Discover new opportunities
- Develop new products / services
- Explore new markets
- Reimagine existing offerings

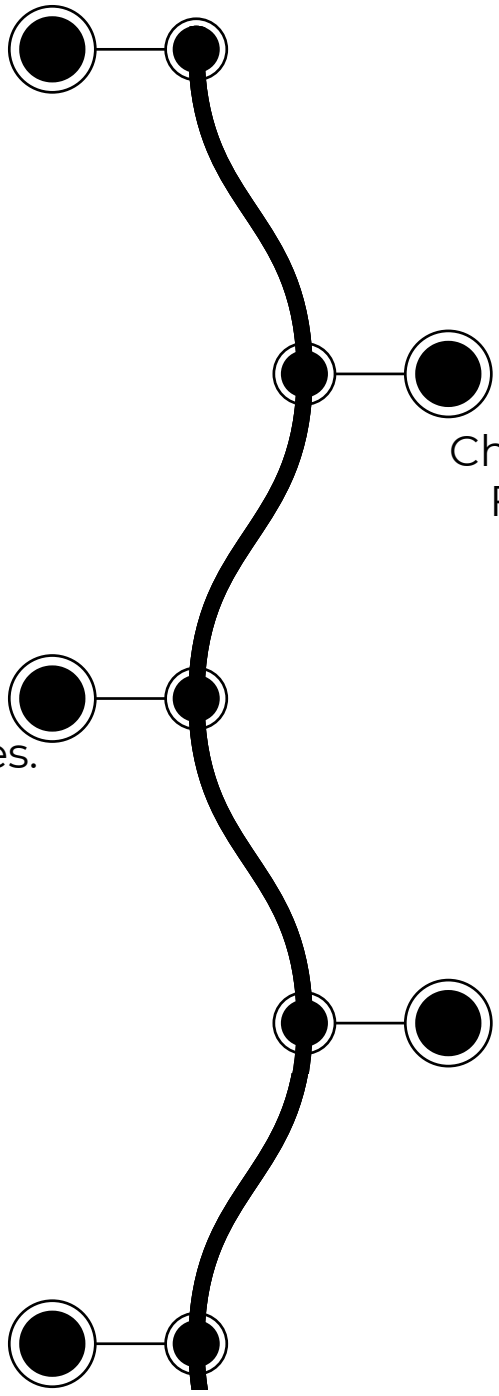
Transformation

- Navigate complex change
- Align stakeholders
- Break organisational silos
- Move strategy into execution



Our Approach

Understand
People. Context.
Behaviour. Needs.



Reframe
Challenge assumptions.
Find the real problem.

Create
Generate possibilities.
Explore alternatives.

Test
Prototype.
Get feedback. Learn.

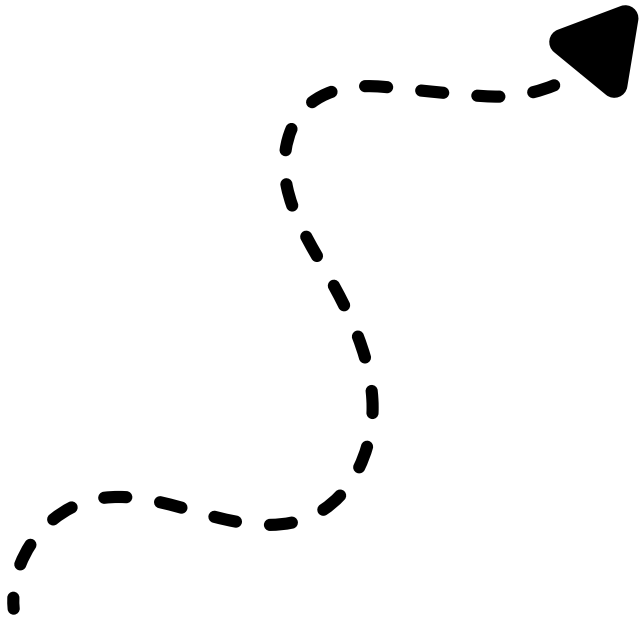
Implement
Turn validated
ideas into action.

We don't believe in “innovation theatre”

The objective isn't to generate more ideas.
It's to create better outcomes.

How We Think About Change

We believe progress is rarely a straight line.



Setbacks are not failures; they are feedback. They tell us something about the problem, the people, the context or the way we are approaching it.

But insight alone doesn't create change. Knowledge needs context. Culture needs to support experimentation. And people need to take responsibility for turning what they learn into action.

That is why we work beyond ideas and workshops helping organisations learn, adapt and move forward.

Learning → Experimentation → Responsibility → Action → Progress

Consulting

We help organisations make sense of complex problems and identify practical opportunities.

Customer & User Experience

- Customer journey mapping
- User research
- Experience redesign
- Service design

Innovation & Growth

- New product / service opportunities
- Business model exploration
- New market opportunities
- Opportunity identification

Strategy

- Strategic reframing
- Opportunity mapping
- Stakeholder alignment
- Innovation roadmaps

Transformation

- Organisational challenges
- Change interventions
- Cross-functional alignment
- Implementation planning

Discovery → Diagnostic → Sprint → Roadmap → Implementation Support

Training & Facilitation

Build the capability. Don't just attend another workshop.

Design Thinking

- Hands-on programs that teach teams to understand people, reframe problems and create/test solutions.

Innovation & Creative Thinking

- Move beyond conventional thinking and generate possibilities that teams can actually explore.

Leadership Development

- Develop leaders who can navigate ambiguity, facilitate collaboration and solve complex problems.

Growth Mindset

- Build curiosity, experimentation and learning into the way teams work.

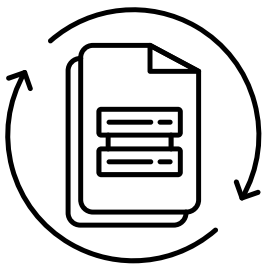
Team Effectiveness & Experiences

- Purposeful experiences using collaboration, problem solving and tools

Innovation Sprints

- Focused, facilitated interventions around a specific business challenge.

Formats:
Half-day | Full-day | 2-5 day Bootcamp | Multi-week Programs | Custom



Implementation

Ideas are easy. Making them work is harder.

Prototype

- *Build something tangible*

Test

- *Put it in front of real users*

Learn

- *Understand what worked and what didn't*

Iterate

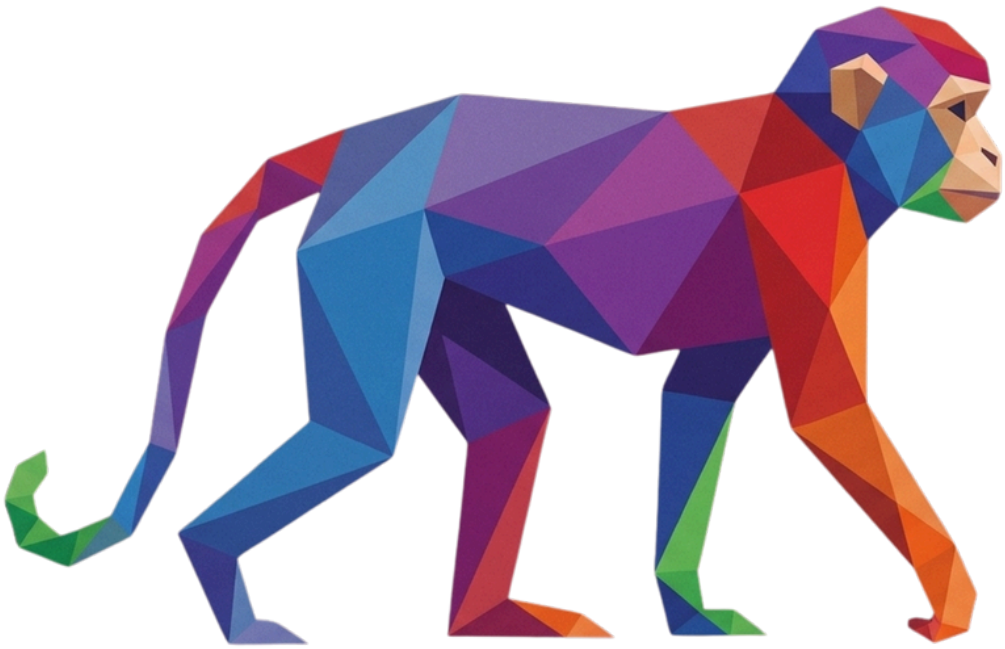
- *Improve based on evidence*

Pilot

- *Test in a real environment*

Scale

- *Support the transition from experiment to implementation*



Why Primate?

Why organisations work with Primate

Human-Centered

- We start with people, not assumptions

Business-Focused

- We connect human needs to business realities

Hands-on

- Our programs are experiential, not presentation-led

Contextual

- We don't bring a standard template to every problem

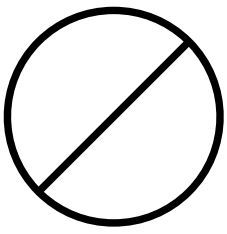
Cross-Functional

- We bring diverse stakeholders into the same conversation

Action-Oriented

- We move from insight to experimentation to implementation

No one-size-fits-all workshops.
No innovation theatre.
No ideas for the sake of ideas.



Meet the People Behind Primate

Primate brings together experience, curiosity and different ways of thinking to help organisations navigate complex challenges.



Vasu Raj Ariya: Partner & Chief Mentor

Vasu brings over three decades of leadership experience across strategy, organisational behaviour, change management and business transformation. With a background in architecture and project management, he combines structured thinking with a deep understanding of organisations and people.

Focus: Executive Mentoring | Strategy | Leadership | Transformation



Vishal Mimani: Partner & Chief Design Officer

Vishal brings a 360-degree perspective to business challenges, shaped by experience across entrepreneurship, user experience, manufacturing and social impact.

He has conducted hundreds of workshops helping organisations understand people, challenge assumptions and turn ideas into action.

Focus: Human-centred problem solving | Innovation | Facilitation | Implementation

What we've helped organisations tackle

Different problems. One human-centred approach.

We work across business, people, innovation and customer experience helping organisations understand the real problem, explore possibilities and turn insights into action.

01 | EXPANDING INTO NEW MARKETS IN SOUTH INDIA
Non-Ferrous Metal Manufacturer | Kolkata, India

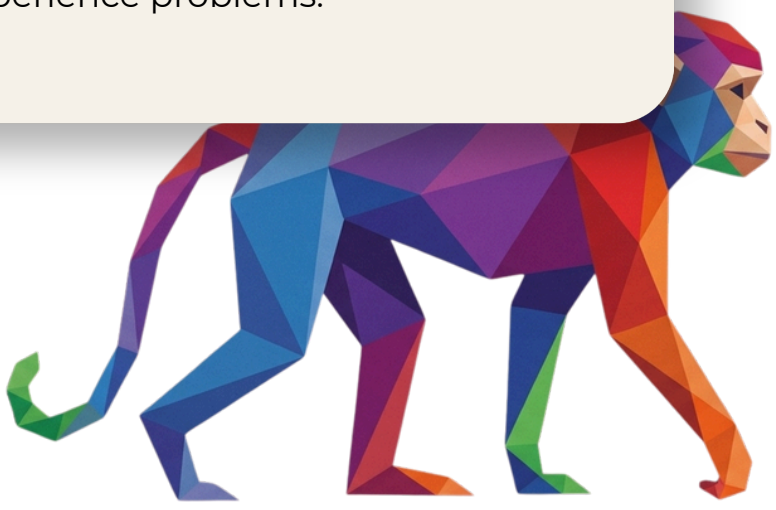
02 | REDUCING ATTRITION
Creative Agency | New Delhi, India

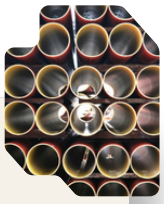
03 | CULTIVATING INNOVATION
FMCG Manufacturer | Dhaka, Bangladesh

04 | REDESIGNING CUSTOMER EXPERIENCE
Experience Agency | Bangalore, India

We don't apply Design Thinking to one kind of problem.

We use human-centred thinking to help organisations tackle operational challenges, people challenges, innovation opportunities and customer experience problems.





01 | EXPANDING INTO NEW MARKETS IN SOUTH INDIA
Medium Scale Non-Ferrous Metal Manufacturer | Kolkata, India

Challenge
Understanding of regional demand, customer segments, competitive dynamics and opportunities.

What we did
facilitated the team in exploring new market opportunities through structured market research, customer discovery and collaborative problem-solving.

Observed Impact
- Identification of high-potential markets and customer
- Understanding of regional customer needs and competitive dynamics
- Focused market entry approach to guide sales expansion

- ***Pipeline of prospective customers***



02 | REDUCING ATTRITION
Large Creative Agency | New Delhi, India

Challenge
High employee attrition was affecting productivity and morale.

What we did
Used Design Thinking to uncover employee needs and test interventions around career growth, work-life balance and recognition.

Observed Impact
- 20% boost in productivity
- 30% increase in employee engagement

- ***22% increase in retention***



03 | CULTIVATING INNOVATION
Large FMCG Manufacturer | Dhaka, Bangladesh

Challenge
The organisation wanted to build a stronger culture of creativity, experimentation and innovation.

What we did
Introduced creative-thinking practices, cross-functional collaboration, innovation challenges, prototyping and recognition mechanisms.

Observed Impact
- 15% faster time-to-market
- 40% increase in participation in innovation initiatives

- **38% increase in ideas generated**



04 | REDESIGNING CUSTOMER EXPERIENCE
Small Experience Agency | Bangalore, India

Challenge
Inconsistent journeys and accessibility barriers were creating friction across mobile, tablet and desktop.

What we did
Studied user behaviour, identified journey pain points, redesigned interactions and tested improved experiences with users.

Observed Impact
- Improved accessibility & inclusivity
- Greater consistency across devices
- Reduced friction in key tasks

- **Simpler customer journeys**

Client Experience

*The session was **very engaging and offered clear insights into human-centered design** through practical case studies across business, education, and entertainment.*

Apurva Mukherjee
Senior Product Manager, Shell



*The **hands on approach** meant that the participants got a real taste of what design thinking was all about with practical examples.*

Dr. Mallika Sen
Neuro-Design and Multi-Sensory Learning Specialist



*The session was **interactive and well-structured, offering actionable insights that resonated deeply.***

Kavitha Prasad
Global FDI & Investment Attraction Leader



*Vishal fosters **a collaborative and innovative environment**, making everyone feel valued and inspired.*

Preetham Murva
Senior Account Solution Engineer, Salesforce



Experienced by individuals and teams from leading organisations.

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Have a problem worth exploring?

What are you trying to solve?

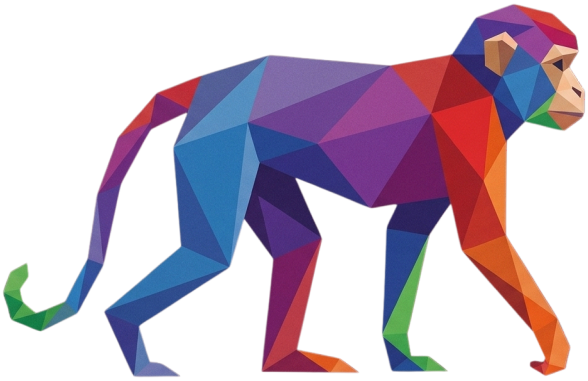
Business challenge | Capability building | Facilitation | Implementation

Let's have a conversation.

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www.primateadvisory.com

Bangalore | Dubai | London



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Strategy | Design Thinking | Innovation | Leadership | Transformation