

**DesignDiverso  
culture &  
lifestyle  
handbook.**

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# WHO WE ARE?

# WHERE ARE WE FROM?

**DIVERSE MEANS  
SOMETHING YOU HAVEN'T  
SEEN BEFORE. BEING  
DIVERSE TAKES COURAGE,  
BECAUSE THERE'S NO  
PRE-WRITTEN MANUAL.  
DIVERSE REDEFINES  
INNOVATION AND THE  
FUTURE OF OUR  
INDUSTRY.**

DesignDiverso was founded with a vision to empower businesses, fostering their growth through sustainable, bio-inspired, and scalable processes. Our consultancy specializes in nurturing development within both B2B and B2C domains.

Our unique approach and self-discipline form the cornerstone of our innovation ethos. Embracing diversity, we hail from various backgrounds and walks of life, championing inclusivity and rejecting any form of subtle radicalized stances or behaviors.

While the world often asks where we are from, our answer lies in our diverse backgrounds. We take pride in our individuality, irrespective of race, gender, age, or beliefs. In a challenging environment, we remain unwavering, overcoming obstacles to emerge triumphant.

As a consultancy, 'Diverse' is our ethos and our strength. Diverse means something you haven't seen before. Being Diverse takes courage, because there's no pre-written manual. Diverse redefines innovation and the future of our industry.



## WE ARE AIMING HIGH AT DESIGNDIVERSO, AND HERE IS WHY.

At DesignDiverso, our approach stands as a departure from the conventional and embraces a revolutionary paradigm. We seek to offer a genuine alternative to the archaic concept of trading merely for the sake of transactions.

Long before the blockchain became a reality, we envisioned decentralization and the redistribution of wealth. Over time, we've witnessed an inundation of fashionable jargon, with these buzzwords becoming ubiquitous. Amid this sea of talk, DesignDiverso distinguishes itself by embodying these concepts, not merely discussing them but actively implementing them.

In a competitive world, rife with cutthroat attitudes and a relentless pursuit of self-interest, we advocate for self-discipline and espouse a holistic vision for reinvigorating and revolutionizing markets and economies. Our focus is on true innovation, fostering a future that extends beyond the dominance of big tech and industry giants.

Our unwavering commitment lies in putting the user at the forefront, prioritizing their needs in the most selfless and centric manner conceivable. While this approach often makes our work more challenging compared to the majority of our 'competitors,' the rewards are immeasurable. As one might say, it allows us to 'sleep better at night.' Knowing that we always strive to give our absolute best, even though perfection is unattainable, is a source of immense satisfaction. We relentlessly pursue cutting-edge standards and tirelessly work until our customers experience the positive outcomes of our efforts.

These principles stand in stark contrast to certain business ideologies, notably exemplified by a popular Chinese saying: 'If the water is too clean, you will not catch any fish.' This metaphor implies a tolerance for corruption, suggesting that opacity might be more lucrative. DesignDiverso vehemently opposes these views.

Our stance is resolute, unwavering in our work ethics and business principles. We don't compromise, ever. When we claim a product is environmentally friendly, it's because it genuinely is. Our support for third parties aligns with our core values and beliefs, reflecting our unwavering commitment to integrity and transparency.

Before committing ourselves to a brand or endeavoring to cultivate its growth and value, we pose fundamental questions:

Will this truly benefit the end-users?

Does this align with our core principles of energy conservation, environmental sustainability, ethics, and scalability?

If any answer to these pivotal questions veers toward 'no,' we pause, regroup, and reevaluate our approach. It's imperative that everyone involved in a project with us has the opportunity to adjust, transform, and ensure these values permeate the outcome of our collective efforts.

Exceeding our clients' expectations isn't an isolated goal; it's the synergy of our collective entity. Often, these principles are overlooked, and the narrative revolves solely around a consultancy's mission to prioritize client satisfaction at any cost.

However, we firmly believe that true happiness is amplified when shared.



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## GLOBALIZATION DOESN'T NECESSARILY MEAN THE END OF SMB.

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Though certainly it makes it more challenging to emerge.

While globalization doesn't inherently constrain you or your industry, the current economic landscape, compared to the drive witnessed two to three decades ago, presents challenges for smaller enterprises striving to carve a niche in this intricate market scenario. This prompts a reevaluation of the traditional concept of the economy, which, for us is an opportunity.

This opportunity allows us to illuminate our values and strategies through our work with clients, investors, partners, and complementors.

Here, Decentralized Applications (DAPPs) have the potential to disrupt and foster the creation of new circular economies. However, the viability of running your blockchain remains contingent on manageable costs before implementation.

We firmly advocate for the value chain approach and actively promote this with our partners. Despite the prevalent adherence to distorted beliefs surrounding unfair competition, double standards, and unethical business practices globally, we stand resolute in our belief that this approach is unsustainable and destined for collapse in the foreseeable future.

In 2008, we witnessed firsthand the repercussions—a year that signified struggle for many worldwide, with most grappling to make ends meet. While a greater majority faced starvation, the already affluent elite grew even wealthier.



## WHAT IT MEANS TO WORK AT DEIGNDIVERSO.

Our approach demands a high level of attentiveness and empathy. We don't just aspire to deliver the best; we actively make it a reality. As a team, we're proactive, consistently taking action and maintaining open communication with everyone involved—be it consultants, clients, stakeholders, partners, or investors.

We don't cloak ourselves in convoluted jargon or hide behind corporate facades. Instead, we are a team built on a promise—a promise that every investment in our work yields returns, primarily for our end clients. Our philosophy is about ensuring a win-win scenario, even against the odds.

Whether tackling technical intricacies or navigating complex business matters, our skills are unparalleled.

We don't seek those who've graduated from elite universities or hold specific backgrounds and credentials. What matters most is embodying our best selves, embracing a deep passion for what we do to the extent that working long hours and going the extra mile feels not like a burden but a joy.

The key expectation is sharing a mutual goal and belief—this is our pathway to achieving greatness, culminating in cutting-edge solutions. Our design approach hinges on four fundamental values:

**Honesty and Transparency:** We champion co-creation from the outset, fostering an environment of openness and honesty.

**Trust and Respect:** We believe in cultivating trust among ourselves and with our clients, underpinned by mutual respect.

**Collaboration and Continuous Improvement:** We thrive on collaboration, perpetually striving for improvement and iteration to achieve exceptional outcomes.

**Care and Commitment:** Your success is our success. We persist until our clients have precisely what they need, showcasing our unwavering commitment.



## WE WORK TOGETHER IN A CO-CREATION ENVIRONMENT.

To us, these shared values serve as the anchor, the pivot upon which everything revolves. Being 'smart' isn't about cleverness derived from sneaky shortcuts or gimmicks, nor does it align with the sterile, unimaginative vision embraced by many companies today.

True intelligence isn't about self-proclamation or an air of self-righteousness—it's about acknowledging mistakes, which become stepping stones for growth and development. We proudly wear our hearts on our sleeves, always approaching our work with earnestness.

Our approach isn't about undertaking projects for the sake of it; we meticulously assess, analyze, and cultivate an environment that's forward-thinking, flexible, and audacious enough to captivate all involved, with users at the core.

We handpick exceptionally talented professionals capable of making a difference, empowering them to take charge when needed. We strongly believe that the journey to creating something impactful is composed of myriad small decisions made by individuals along the way.

The concept of centralized decision-making by management appears outdated and rigid to us. Since day one, we've championed the idea of flat hierarchies. We believe that those engaged in the work should hold the power to make decisions.

Our philosophy extends to the belief that if we genuinely stand by our values, our team members should have ownership of DesignDiverso.

This notion gave rise to the concept of product ownership and shared equity. We offer those who join us additional long-term value, believing that everyone deserves the right to own and reap the rewards of their contributions.

This distinctive approach sets us apart from the majority of agencies and companies. We operate on the premise that you can't have the egg without the chicken—those invested in something should feel intimately connected, empowered, and engaged. This level of involvement fosters a sense of personal and professional development, allowing individuals to capitalize on their efforts in unprecedented ways.





## PRODUCTIVITY VS HAPPINESS

Our aim is to empower our consultants to evolve into better versions of themselves and to make a substantial impact on the world around them.

There's a widespread misconception that happiness and contentment are linked to financial rewards based on skillset, expertise, and attitude towards work. However, we perceive it differently. For us, happiness and contentment stem from discovering mutual goals and purpose.

While everyone has the right to leverage their skills for better rewards, true freedom emerges when individuals can express who they are and what they genuinely desire.

Our primary focus is on ensuring each team member finds fulfillment through work that both stimulates and motivates them. At DesignDiverso, the happiness of our team members isn't merely a tool to enhance productivity or profitability; it stands as our primary goal.

In our context, stimulating work equates to tasks imbued with purpose and meaning, creating tangible value.

It embodies a perpetual pursuit of innovation, an insatiable drive toward what's next—a continuous propulsion forward.

For individuals and organizations alike, purpose is derived from making a meaningful impact on the world. The significance lies in offering value through enhanced services and technology—particularly for our clients and partners. At DesignDiverso, the value of our efforts is always defined by our clients; their satisfaction and success shape our endeavors.

A client-centric approach is paramount for everyone at DesignDiverso.

Every role, skill, and behavior is geared toward delivering value to our clients, fostering a competitive edge rooted in diversity.

For us, 'diverse' means 'better'—a standard we consistently strive to uphold.



## MARKETING, RESEARCH, INNOVATION

In this highly competitive landscape, what holds more meaningful than sheer speed, flexibility, and foresight?

At DesignDiverso, our unwavering focus is on being steps ahead of those still entrenched in the outdated notions of consumerism and cutthroat competition.

For us, success isn't merely about the dollars invested; it's about the approach.

True innovation springs from intuition, vision, and extensive research—enabling us to conceive futuristic, disruptive concepts and breathe life into them. We foster a culture that encourages our team to pursue objectives that stretch beyond conventional limits and embrace ambitious goals.

It's the passion and courage inherent in our approach that empowers us to pioneer change, setting the pace amidst a landscape dominated by fear and conformity. Transforming competitors into collaborators stands as a pivotal strategy, propelling us forward. We firmly believe that greatness flourishes beyond the comfort zone—it's a fundamental truth we embrace.

Understanding the transformative power of marketing has always been at our core. That's why we immerse ourselves in cutting-edge technologies, leveraging the most advanced stacks, and often trailblazing entirely new paths.

This pursuit is invaluable to us, serving as a driving force that fuels our daily endeavors.

Our pursuit of success isn't fueled by mere profits—it's driven by a deeper purpose: aiding individuals and businesses in creating a better world, one successful strategy at a time.



## NATURAL BRANDING

Numerous renowned scientists and business leaders have voiced a disheartening sentiment—asserting that it might be too late, that our efforts to save the planet are futile. They argue that despite our care and concern, the preservation of our environment, including our own species, is an endeavor with minimal impact, if any.

At DesignDiverso, we respectfully disagree with such assertions.

We refuse to subscribe to the notion that fleeing to Mars or relying solely on the power of AI offers a viable solution.

Instead, we remain steadfast in our belief in unity.

We advocate for humanity to collectively strive to address the myriad problems afflicting our planet, one step at a time, while we still have the chance.

There's no shortcut, secret strategy, or easy fix in the pursuit of meaningful accomplishments.

At DesignDiverso, we've never believed that anything truly significant in life comes easily—and that perspective is our advantage.

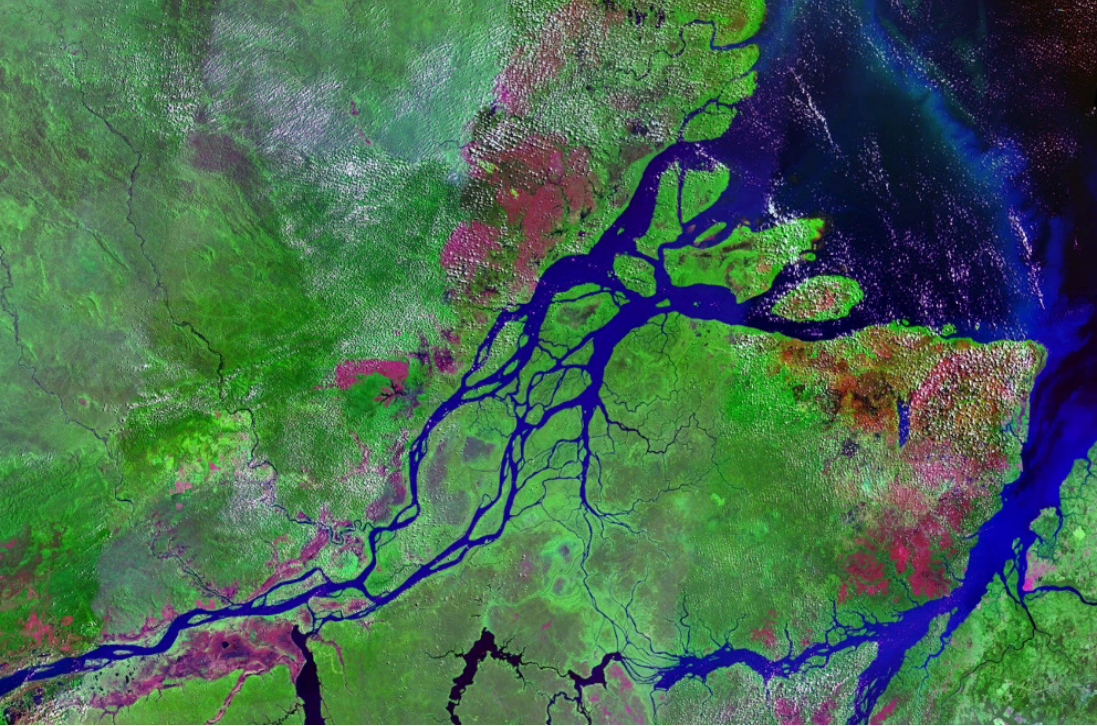
We're intimately acquainted with adversity, having experienced the challenges and trials that come with being the underdog.

Failure doesn't scare us; in fact, we recognize its inherent value.

It's through these experiences that we've built something truly distinct—something that breaks new ground.

Regardless of the obstacles we face, we persist.

Our commitment remains unwavering as we strive to deliver solutions that not only add immediate value but also stand the test of time for our clients and users.



For us, 'natural' signifies being wholly committed to 100% sustainability—anything less doesn't align with our principles. Around 40 years ago, a Stanford professor, Paul Ehrlich, and his wife, Anne, formulated what's known as the consumerism equation. Surprisingly overlooked in today's heated climate change debates, this equation -

**I=PxAxT**

population (P),  
affluence (A),  
technology (T),  
and environmental impact (I)

encapsulates the relationship between population (P), affluence (A), technology (T), and environmental impact (I).

} "Many consider this equation immutable, and believe there is no way to break its iron grip on humanity. As any of the three independent variables grows, environmental impact increases."

**Excerpt from 'Our Breathing Planet'**

At DesignDiverso, our guiding principle is centered around challenging this equation. We understand the audacity of this endeavor, but it's at the core of our ambitions.

We hold a firm belief that the current economic model isn't the solution for a sustainable future—rather, a paradigm shift is required.

DesignDiverso was conceived around this fundamental concept, aiming to disrupt traditional marketing and sales principles. Our objective is to introduce a transformative approach that not only drives profits, crucial for the growth of economies and businesses, but also delivers substantial added value.

"The lowest impact technologies, those that are beneficial, (belong in the denominator, ought to increase. In fact, the abusive "numer-ator technologies" should shrink and eventual-ly disappear.

Unfortunately, one huge challenge to the global business setup is to move the T (call it T1 from the numerator to the denominator now call it T2.)

Renewable, recyclable materials fit the category, as does renewable energy. As technologies transition from T1 that belong in the numerator to T2 in the denominator, the equation changes to:

**$I = (P \times A \times T1)/T2$**  and impacts (I) are reduced. As T2 displaces T1, the future looks very different.

But, what about the capital "A" for affluence?

It suggests that affluence is an end in itself, satisfying unlimited "wants," rather than "needs".

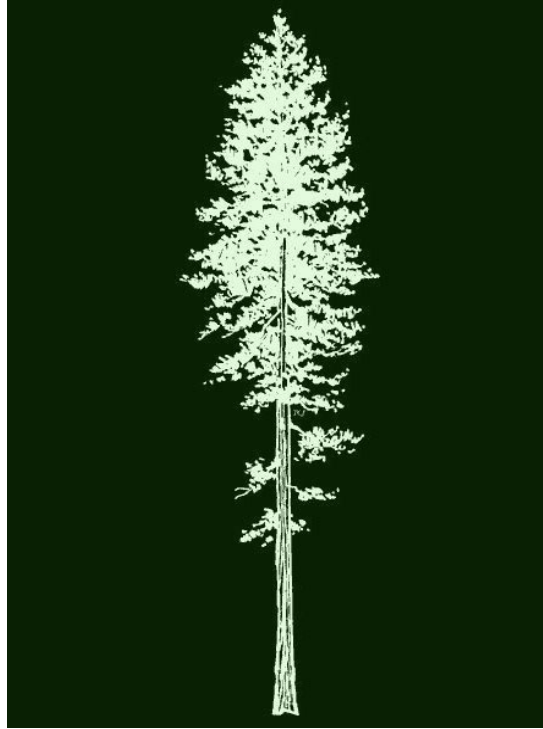
What if we converted "A" to "a", signifying affluence to be a means to an end, and not the end in itself?

Then the equation would read:  $I = .$

And what if societal changes and priorities allowed happiness to increase without more and more affluence?

Then the equation, over time, could evolve to:

**$(P \times a \times T1)T2$**



"More happiness with less stuff, all made sustainably.

Now we have the equation correctly.

People love the idea of more happiness, less stuff. So why do we find ourselves in the consumerism mess that we're in, environmentally and socially speaking? How will we find our way out of it?"

### - Our breathing planet

At DesignDiverso, we've taken on the responsibility to contribute solutions rather than add to the problem.

Our approach involves implementing low-impact practices within our operations, meticulously optimizing resource utilization across facilities.

Additionally, we ensure that every third-party collaboration aligns with these sustainability objectives.

Our call for change echoes the sentiment of those concerned about providing a sustainable future for our children and preserving our remarkable planet.

## OUR PROMISE

At DesignDiverso, we are more than just a consultancy—we're a dedicated promise to deliver results no matter the circumstances.

Our team boasts diversity and talent across various domains, ranging from engineering to marketing, service design, business analysis, and data visualization. We're equipped to scale our resources based on project volumes and specific requirements.

Our commitment is to provide a seamless experience with a single point of contact and round-the-clock assistance. Aware that every investment involves sacrifices, we ensure that every cent spent on our work translates into tangible value, whether it's increased leads, sales, enhanced usability, improved brand equity, or a combination of these outcomes.

While perfection may elude us at times, we relentlessly strive for it.

Our team is fueled by attention to detail, understanding that true greatness arises when we deeply comprehend an issue and offer a definitive solution that eradicates its root cause.

Every project, no matter the scale or client, receives our 'wow' factor, as we aim to exceed expectations and deliver exceptional results.







**OUR CLIENTS ARE (PART OF THE FAMILY) SIMPLY ENTITLED TO A FAIR RETURN ON THEIR INVESTMENTS.**

What sets DesignDiverso apart isn't solely our remarkable team or our unwavering commitment to excellence. It's not just about our guiding principles or the passion we infuse into every project. It's something more profound.

We don't hike up prices just to fill our pockets. Instead, our profitability is intricately tied to our customers' success and benefits. Is it less lucrative for us? Perhaps. But is it fairer, more transparent, and fundamentally right? Without a doubt—100%.

Our growth isn't measured by expanded product lines, acquisitions, or inflated figures to impress investors. It's about our clients' growth, their genuine progress, and tangible returns that truly matter.

If our sole focus were profits, we might have pursued more financially rewarding paths, like banking or other lucrative fields.

However, for us, DesignDiverso embodies something larger—an ethos that transcends the routine, the material, and the immediate gains of a good quarter or fiscal year.

Our aim isn't just to succeed but to ensure our message resonates far and wide, leaving a legacy for generations to come.

We aspire to make an indelible mark on this beautiful universe, preserving its wonder for eternity.

We invite you to join us in this endeavor. If you're someone eager to create a dent in the universe, we'll give you the hammer.

Become a part of DesignDiverso and be the catalyst for the change you wish to see!



