



**“If It Can Be Thought,  
It Can Be Done.”**

**- Erik Almquist, Founder and CEO Sense Strategy**



**25 YEARS | SINCE 1999**  
**DON'T MISS THE FUTURE**

Two of the most well-known rules in the global ICT industry are:  
**“For every ten percent increase in broadband penetration there is a 1 percent increase in GDP”, and “For every doubling of broadband speed, there is a 0.3 percent increase in GDP”.**

Both were devised by Mr. Almqvist.

These rules have inspired governments and the private sector globally to invest in connectivity, bridging the digital divide, strengthening the competitiveness of nations and companies, thereby lifting people out of poverty creating a new knowledge-based, empowered generation of men, women and children.

## About Sense Strategy

Established in 1999 on Grosvenor Street in Mayfair, London, Sense Strategy is a privately held global management consulting firm that upholds standards set by industry professionals from Arthur D. Little, BCG, McKinsey, and UBS.

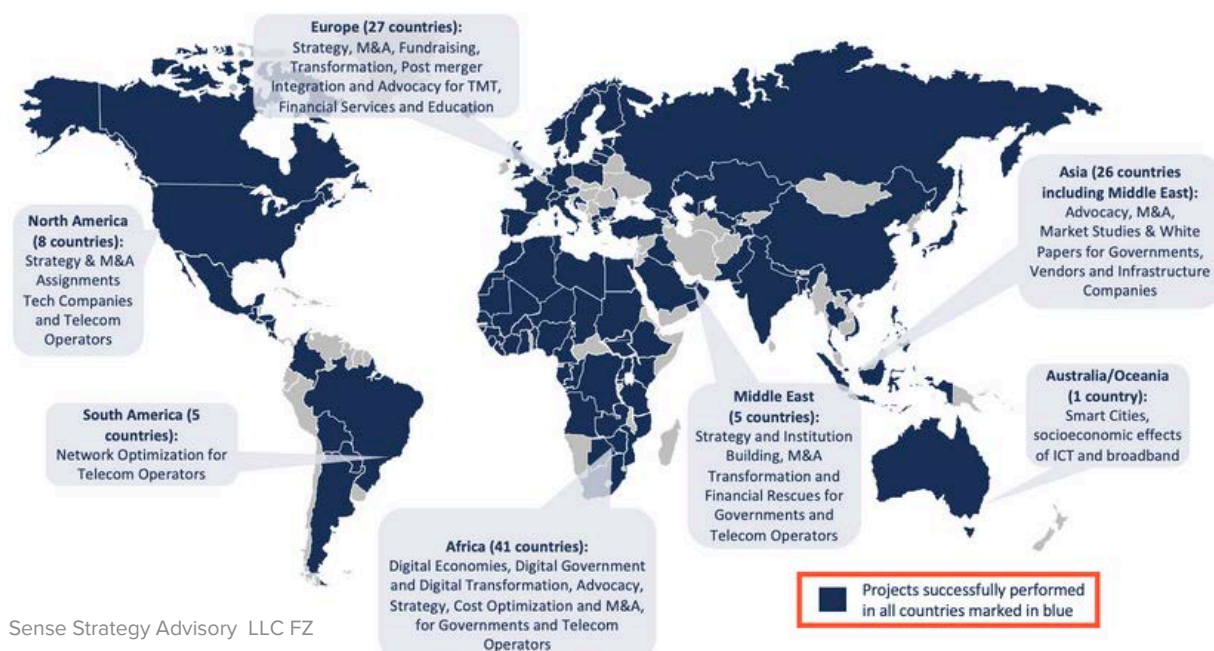
## Services For Countries and Companies

Our track record includes serving prominent clients in Government, Energy, Technology, Media, and Telecommunications (TMT), Education as well as Investment Companies. We have successfully concluded projects in 120 countries globally.

## Global Track Record

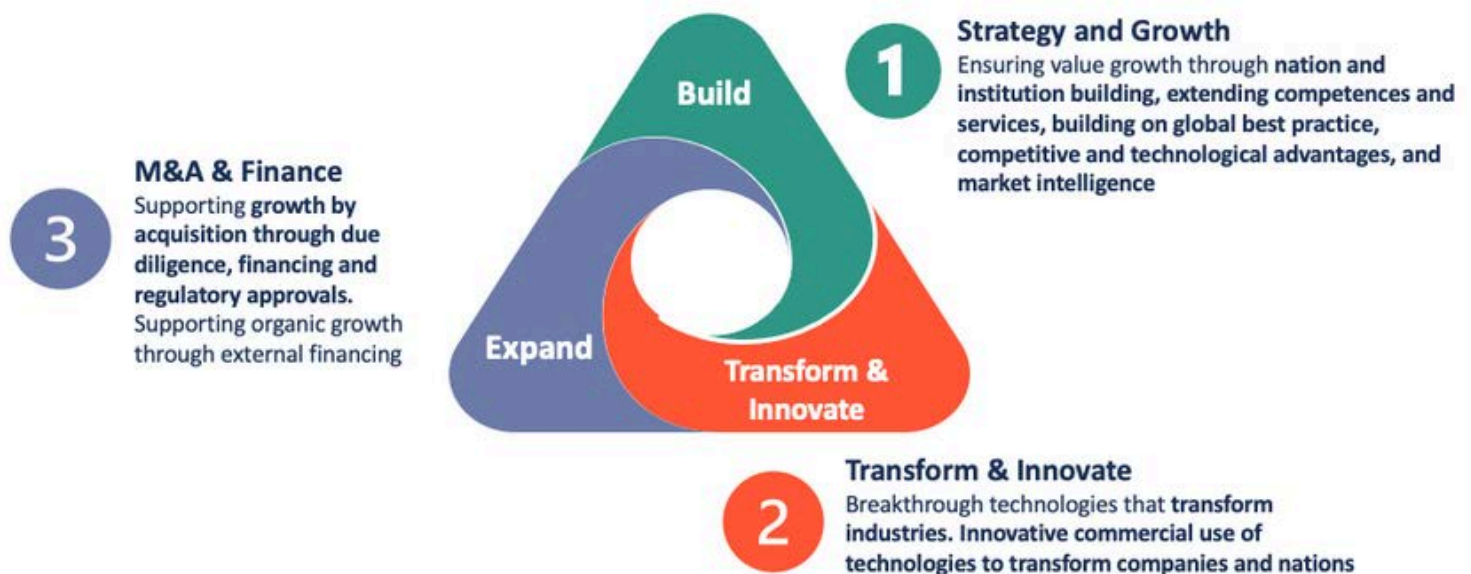
Sense Strategy is a global firm with teams strategically located in the Middle East, Africa, and Europe. Our focus is on realizing opportunities for our clients in our times of accelerated change through tailored strategic, transformation, and M&A services.

Projects successfully delivered in 110+ countries on six continents – marked in blue



# “Don’t Miss The Future.”

- Karolina Temelj Almqvist, Sense Strategy



## Value Growth Through Strategy, Transformation and M&A

Sense Strategy offers a comprehensive service portfolio to support countries and companies in their efforts to attain growth, innovation, efficiency and lasting competitive advantage.



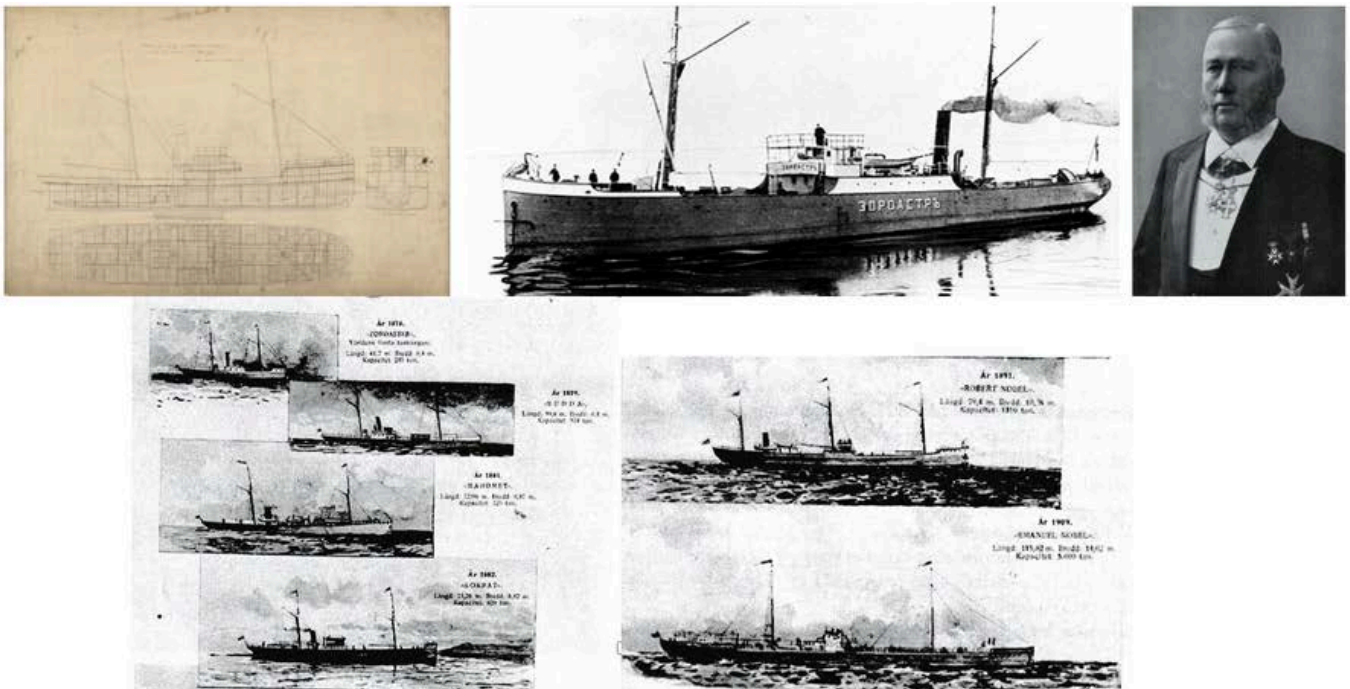




**“It Always Seems Impossible Until It Is Done.”**  
- Nelson Mandela

## **The Sense Strategy Story**

Sense Strategy was founded on Grosvenor Street, London on the 30th of September 1999. The standards are set by ex-Arthur D. Little, BCG , McKinsey and UBS professionals. Our approach to strategy and transformation has its foundation in classic American management consulting represented by Arthur D Little, founded 1886, The Boston Consulting Group, founded 1963, and McKinsey, founded 1926. All our assignments are led by seniors with at least 10 years' experience of management consulting at the highest level to assure quality throughout the delivery process. To assure the latest insights and techniques we engage leading experts in subjects such as Artificial Intelligence (AI), Automation and the Digital Economy in our transformation projects. Our administrative routines have been set up based on the strict standards set by UBS (created through the merger of the Union Bank of Switzerland founded 1862 and the Swiss Banking Corporation) and the Embassy of the Republic of Croatia.



## “If It Can Be Thought, It Can Be Done.” The Legacy of the World’s First Oil Tanker

**Sven Alexander Almqvist, the great-grandfather of our Founder Erik Almqvist, designed and built the world’s first oil tanker in 1878 together with Ludvig Nobel, the older brother of Alfred Nobel, who invented dynamite and founded the Nobel Prize.**

The first drawings of an oil tanker can be seen above left, and the *Zoroaster* had its maiden voyage in 1878 from Baku in present day Azerbaijan out into the Caspian Sea. To get there it had to navigate the river systems of Russia. As the vessel was too large for the narrowest parts of the rivers, the aft and the stern went through the rivers with the mid-section in pieces, then all pieces were reassembled for its first sea voyage.

Prior to this invention experiments to put oil in the bulk of a ship had rendered the ships unstable, hence all oil had to be transported in barrels (for which we say ‘barrels of oil’ to this day).

The four first oil tankers of the world were named after world religions: the Zoroaster, after Zoroastrianism, the Buddha, the Mohamed, and the Sokrat after Greek philosopher Socrates.

**The idea was that the invention was a gift to all of mankind, not just one religion or country, and the vessel became one of the most copied in maritime history.**

To this day, this breakthrough achievement and its altruism fills us with hope and pride, and has inspired us to assist and achieve several other world-firsts (world first internet bank, world’s first scientific calculation of broadband speed upgrade on the economy). See further our cases below.





# Digital Transformation of Africa

Since 2020, Sense Strategy Has Been Involved In A Series of Landmark Projects To Digitally Transform Africa



## DIGITAL TRANSFORMATION OF AFRICA.

Sense Strategy has since 2020 driven a series of landmark projects in 41 African countries concerning AI, Cloud and the 4th Industrial Revolution, digital government, smart cities, broadband strategies, e-governance, data protection and cybersecurity.



## SOLVING DATA PROTECTION, PRIVACY AND CYBERSECURITY CHALLENGES IN AFRICA

Since 2021, Sense Strategy has been involved in a series of projects aimed at solving the Data Protection, Privacy and Cybersecurity challenges in Africa.



## UNLOCKING THE DIGITAL ECONOMY

In 2020, Sense Strategy together with DIAL and Smart Africa backed by the United Nations Foundation benchmarked the digital economies of Africa in a landmark project to unlock growth on the continent.



## NATIONAL BROADBAND PLAN, E-GOVERNANCE IN SIERRA LEONE, MAURITANIA AND GHANA

The Sense Strategy Team has supported the development of a national broadband plan in Sierra Leone, advised on telecom network upgrades in Mauritania and supported e-governance in Ghana.

“Do What You Feel In Your Heart To Be Right  
- For You’ll Be Criticized Anyway.”  
- Eleanor Roosevelt





## **Sense Strategy Is Driving Growth and Sustainable Transformation in Global Energy Markets**

**“The Measure of Intelligence Is The Ability To Change.”  
-Albert Einstein**



### **ENERGY STRATEGY AND TRANSFORMATION**

Sense Strategy and its Advisors have been involved in a series of Strategy, Governance, M&A and Transformational projects concerning both traditional and renewable energies in the GCC, Europe, Africa and beyond.



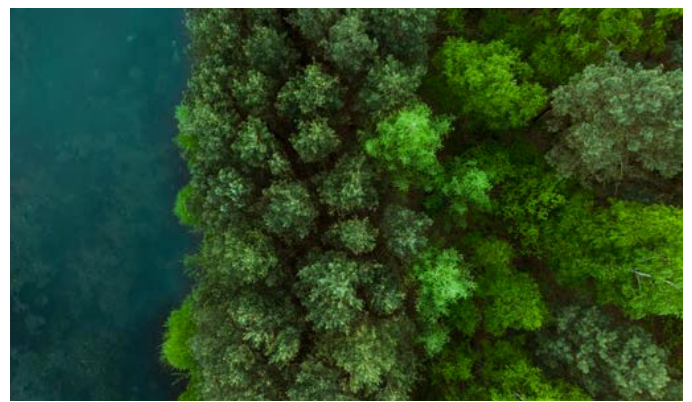
### **STRATEGY AND GOVERNANCE**

In 2022-2023 we have supported the strategy and governance of a GCC national oil company.



### **BUILDING NORTHERN EUROPE'S LARGEST PROVIDER OF RENEWABLE ENERGY**

The Sense Strategy Team has been involved in building the largest renewable energy provider in Northern Europe.



### **FORESTRY ECONOMICS**

The world's forests are a 100% renewable resource and holds a key to construction, renewable energy, oxygen production and ultimately to the survival of our planet. Our team has been involved in a series of projects on the topic of forestry economics and logistics.

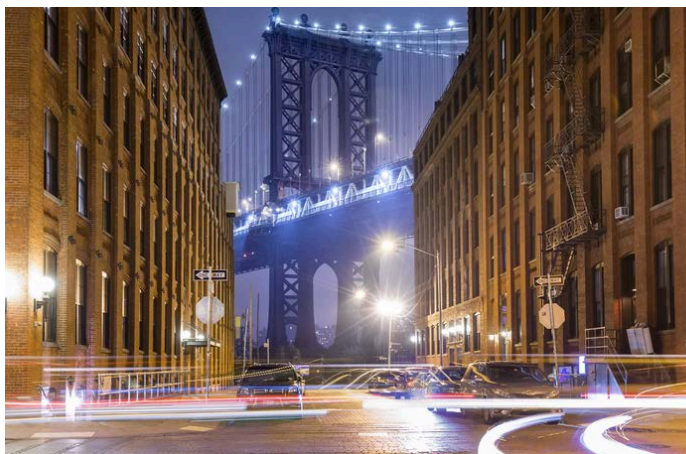




## Transforming IT and Telecommunications

We Have Led and Enabled Change In IT and Telecom For 25 Years

"Do Not Follow Where The Path May Lead. Go Instead Where There Is No Path And Leave A Trail." —Ralph Waldo Emerson



### THE WORLD'S FIRST SCIENTIFIC MEASUREMENT OF BROADBAND SPEED EFFECT ON THE ECONOMY

Our Founder has led the world's first scientific measurement of the GDP effect of broadband speed upgrades.



### MAJOR M&A CASES

Sense Strategy has supported consolidation and non-organic growth in Asian telecom and ICT markets



### FINANCIAL RESCUE OF ONE OF THE LARGEST TELECOM OPERATORS IN THE GCC

Our Team has helped save one of the largest telecom operators in the GCC.



### SMART CITIES

Our Team has been involved in a series of projects concerning Smart Cities, and our Founder is a creator of one of the most important Smart City indices in the world.





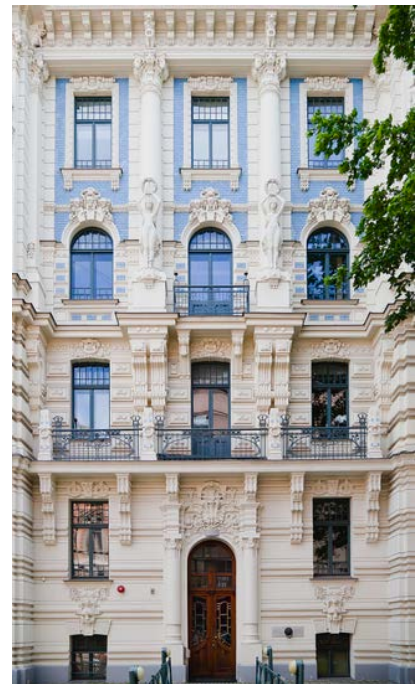
# Transforming Education

“The Future Is Already Here – It’s Just Not Evenly Distributed.”  
— Willian Gibson



## DEVELOPING A NORDIC UNIVERSITY INTO A GLOBAL TOP 14 POSITION

Sense Strategy’s Founder and Team helped an unranked Nordic Region university become top 14 in the world.



## FINANCIAL RESCUE OF A LEADING UNIVERSITY IN EUROPE

Sense Strategy’s Founder has led the financial rescue of a leading university in Europe.



## Sense Strategy Cases

“The Journey of A Thousand Miles Begins With One Step.”  
– Lao Tzu



### **ADVISORY TO THE UAEIIC, THE MINISTRY OF ECONOMY, AND THE LARGEST FOREIGN DIRECT INVESTORS IN THE UAE.**

Since 2015, the Sense Strategy Team has been involved in a series of projects for the UAEIIC, The Ministry of Economy and the largest Foreign Direct Investors of the UAE.



### **SENSE STRATEGY HAS SUPPORTED THE REVIVAL OF CLASSIC LINES IN CAR MANUFACTURING.**

Sense Strategy has supported the revival of classic lines in car manufacturing assisting financing and growth.





## Sense Strategy Cases

“The Biggest Risk a Person Can Take Is To Do Nothing.”  
— Robert T. Kiyosaki



### THE WORLD'S FIRST INTERNET BANK

Our Founder supported the early growth and transatlantic proliferation of the first Internet bank in the world.



### GLOBAL MUSIC COMPETITION

Our Founder helped create the blueprint for a global music competition.



Dubai Museum of the Future & Emirates Towers

“Successful Entrepreneurs Know That The Best  
Way To Predict The Future Is To Create It.”  
— Peter Drucker



**Strategy | M&A | Transformation**

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