

Big, no. Powerful, yes!

There are always more solutions. Much more
that can be seen in connections.



Petraaco - The synergizer company

2025-2026

Hello.

We still value long-term projects, in-depth consumer research, and comprehensive strategic plans, but that's not how we operate. Our core strength lies in delivering maximum value in minimal time. Using an agile strategic approach, we quickly understand your business, connect with your customers, and prototype solutions in just a few days. Whether it's building a brand, creating a new digital product, or designing an innovative business model, we're here to help.

Synergistic...?

Let's focus on what truly matters. Change is already underway. A simple "hello" carries expectations that must be understood from the outset. We take responsibility from the start, ensuring changes unfold gradually and smoothly, without disruption. Partner with us to shape a future that aligns with your vision.





While design thinking tells us that it's important to understand our customers, it's equally important to understand the business and, more importantly, to lead the change that follows. Ultimately, you can design something useful, fluid, and beautiful, but if it doesn't solve the business's problems and you don't embrace change, you won't have a business at all. Our first approach focuses on this, even before we understand the users. We use business modeling and context tools to align everyone involved in the project.

Once we understand the business and the context and the paths to change, it's time to focus on the customers. But we don't just ask them what they need or want. We bring them into the organization so they can create with us. And we walk in their shoes. Knowing what the customer has done, their pain points, and their achievements leads to value propositions that solve their real-life problems, whether it's a brand, a digital product, an experience, or even a new business model. Using the insights we gain, we bring everyone (the customer and their customers) back into the organization. This time to turn a set of ideas into simple, actionable steps. What really matters? What can people not live without? We shape the final solution as hand-crafted prototypes. But just as important as the shape is, we design the entire experience around it. At the end (or beginning?) you have a pre-designed solution ready to build, one that solves the business and people challenges, mitigates risk, and maximizes the chance of success.

Think deeply.

You've noticed a lot of issues. From disruptions in business processes to slow processes that should be happening at a very fast pace. But these changes don't happen by simply changing a few procedures. It's possible that part of the business's ethos is spending resources elsewhere. So you need to take a holistic view. **A view that is followed by real intervention and balancing all dimensions.** So this time you've assessed an issue for significant change, think deeper.



Our Mission

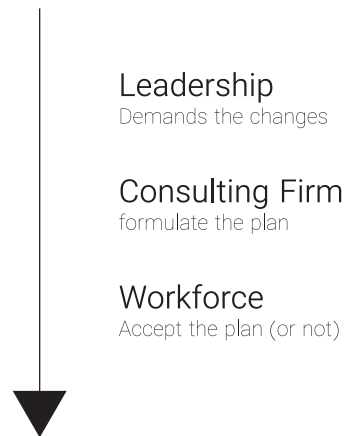


We aim to create enabling and inspiring environments, proudly building on conscious inclusion, where everyone feels empowered and supported to succeed. Balancing timeless and contemporary art with science and continually stepping between facts, data, and creativity, bringing together a rich diversity of talents, perspectives, and ideas, makes great things happen. We celebrate individuality while fostering true collaboration across disciplines. Every voice matters because innovation thrives where diverse minds connect. Our culture is built on trust, openness, and a shared drive to push boundaries.



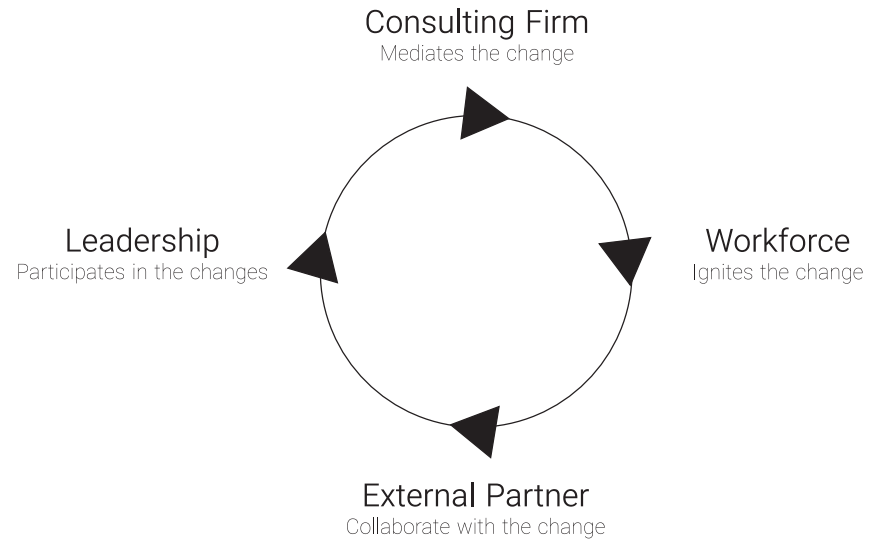
Change the Mind, Change the Future is a shared understanding that connects and excites our global community of bright minds. We also understand that we are responsible for utilizing our skills, expertise, and passion to be a force for good and positively impact the world. By investing in each other's growth and ensuring every person's professional path is well-paved, through partnerships with the communities in which we are based, through frank conversations about where we can do better, and pushing ourselves and our clients to adopt more progressive practices, we get to influence the narrative and create purpose-driven brand strategies for some of the world's leading brands. We believe meaningful change starts from within through empathy, curiosity, and courage. Our mission is to challenge conventions and champion bold, inclusive thinking. Together, we aim not just to keep up with the future, but to shape it with intention and impact.

Our Philosophy



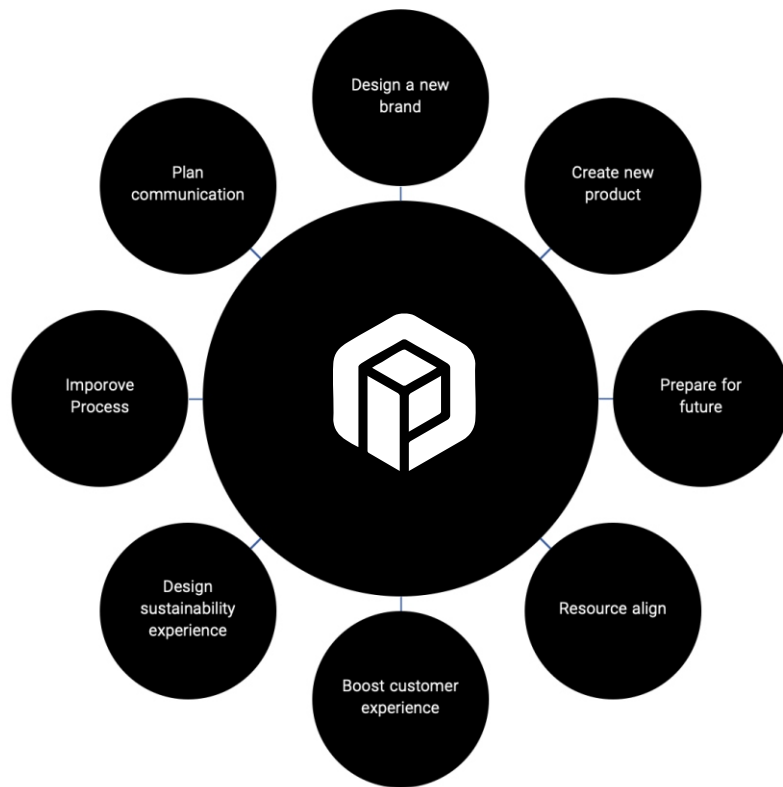
Traditional Approach

Traditional approaches are always based on points of release from responsibilities. That is, a request is created and traditional approaches try to release responsibility by covering the request. This framework is outdated because it has two fundamental challenges. During the design of an approach, various parameters change, including the internal and external social, political, and economic conditions of the organization. Second, at each step of the approach implementation, the playing field will also change.



Our Approach

In the new approach, there is no point of escape. There will be a constant companion for change, for leadership, advice, intervention and finally a continuous external collaboration to control what has been formed. New approaches allow clients to look at issues from a different and deeper perspective and to aim not just for a change but for the improvement of a professional system within the system. Old approaches absolve themselves of responsibility for the consequences of change, while new approaches see themselves as responsible for leading what has been changed.



The GREAT. The SYSTEM.

Welcome to CTS Framework. A system from consulting to sale (CDDMMS). We see change in a 360-degree world. Where do you want to start on the path to change? Having a digital platform? Designing a new product? Re-branding an old brand or preparing your business resources and thinking for a very strategic future? We understand all these issues and have the precise expertise to do it.

We never see a topic in one dimension. A digital platform is not just an event. It is a new product that can be considered an added value in your brand. A value that your system must understand and have a deep vision to create, maintain and develop. So none of these events can be done without a studied roadmap, which must have a strategic plan and this path must be followed with a combination of old and new resources. So changes are not simple events. They may be born small but countless details are needed for their maturity. We fully support such an ecosystem. From helping with ideation, design, implementation, to sustaining and even selling it.

The definition of a brand doesn't matter. What matters is that it makes money.

We value deep research and strategic plans, but our approach is swift and effective. Our key strength is delivering maximum value in minimal time. Using an agile strategy, we understand your business, connect with your customers, and prototype solutions in just days. Building a brand, launching a digital product, or crafting a new business model? We're here to help. Our process is designed to spark innovation quickly. We turn insights into impactful results with precision. Our key strength is delivering maximum value in minimal time. Using an agile strategy, we understand your business, connect with your customers, and prototype solutions in just days. Building a brand, launching a digital product.

Our method creates a cohesive brand ecosystem. We blend insights from market trends and consumer behavior to craft strategies that shine across all touchpoints. Aligning purpose, identity, and experience, we build brands that feel authentic and adapt to change. Our collaborative process ensures your vision drives every step. We create connections that resonate with your audience. Our strategies are built to evolve with your goals. Our key strength is delivering maximum value in minimal time. Using an agile strategy, we understand your business, connect with your customers, and prototype solutions in just days. Building a brand, launching a digital product. We integrate brand strategy with real-time market dynamics for lasting relevance. Our process uncovers what makes your brand unique and amplifies it. From verbal identity to visual consistency, we ensure every detail reinforces your message. We don't just shape perception; we build trust that endures.



Speed enhances our quality. Rapid prototyping and quick feedback let us refine ideas fast, delivering strategic, actionable results. From storytelling to digital design, we create experiences that engage. Let us build a dynamic brand ecosystem that drives growth and loyalty. Our work inspires action and builds lasting relationships. We craft solutions that are both bold and practical. Our key strength is delivering maximum value in minimal time. Using an agile strategy, we understand your business, connect with your customers, and prototype solutions in just days. Building a brand, launching a digital product. We move from insight to execution without delay, keeping momentum high. Our multidisciplinary teams co-create to ensure every touchpoint is aligned. Scalable systems let your brand grow without losing coherence or clarity. We turn brand potential into performance through smart design and clear messaging.

CREATE NEW PRODUCT

A good product is not a flawless product. It's a product that sells.

We respect the depth of long-term projects, thorough consumer research, and detailed strategic plans. But our approach is different: fast and focused. Our core strength is delivering maximum value in the shortest time. Using an agile strategy, we analyze your business, understand your customers, and prototype innovative products in just days. Need a new product, a digital solution, or a fresh business model? We're here to help. Our core strength is delivering maximum value in the shortest time. Using an agile strategy, we analyze your business, understand your customers, and prototype innovative products in just days.



Our process transforms ideas into tangible products with speed and precision. We dive into market insights and customer needs to create solutions that resonate. By aligning innovation with your brand's vision, we ensure products that stand out and succeed. Our iterative approach accelerates development while maintaining quality. Our core strength is delivering maximum value in the shortest time. Using an agile strategy, we analyze your business, understand your customers, and prototype innovative products in just days. Need a new product, a digital solution, or a fresh business model? We're here to help. Our core strength is delivering maximum value. In the shortest time, we craft products that drive impact and growth. Rapid prototyping and customer feedback allow us to refine concepts quickly, ensuring market-ready solutions. From ideation to launch, we create products that connect with your audience. Let us build something new that elevates your brand. Our core strength is delivering maximum value in the shortest time. Using an agile strategy, we analyze your business, understand your customers, and prototype innovative products in just days. Need a new product. We bridge creativity with business logic to ensure every product has purpose. Our cross-functional teams collaborate closely to shorten the path from vision to value. Each iteration is tested against real user needs to reduce risk and boost relevance. We don't just build fast; we build smart, with your brand's future in mind.

Look at it like a puzzle. Sometimes everything is there, but it doesn't fit.

We value thorough planning, in-depth analysis, and detailed strategies for success. But our approach is agile, focused, and highly efficient. Our core strength is aligning resources to maximize impact in minimal time. We optimize human, intellectual, financial, and operational assets to drive your strategic goals forward. Need to align resources for growth, innovation, or transformation? We're here to help. Our core strength is aligning resources to maximize impact in minimal time. We optimize human, intellectual, financial, and operational assets to drive your strategic goals forward. Need to align resources for growth, innovation. We drive clarity across teams to eliminate redundancy and enhance execution. Every decision is grounded in real-time data and aligned with long-term goals. Our holistic view ensures no resource is underutilized or misaligned.

Our process ensures resources are synchronized with minimal resistance. We assess your business, identify priorities, and align assets to fuel seamless progress. By integrating strategic insight with practical execution, we create lasting momentum. Our agile approach delivers results fast. Our core strength is aligning resources efficiently to drive maximum impact in minimal time.



We transform resources into a cohesive force for success and sustained growth. Rapid alignment and iterative adjustments minimize friction and maximize efficiency across all operations. From talent to capital, we ensure every element works toward your vision. Let us power your goals with precision and clarity. Our core strength is aligning resources efficiently to drive maximum impact in minimal time. We optimize human, intellectual, financial, and operational assets to act as a powerful engine for your goals. Our process eliminates waste, streamlines workflows, and ensures every resource is leveraged effectively. We deliver solutions that are scalable, adaptable, and ready for future challenges.

Our core strength is aligning resources efficiently to drive maximum impact in minimal time. We optimize human, intellectual, financial, and operational assets to act as a powerful engine for your goals. Our expertise fosters collaboration across teams, ensuring alignment with your strategic vision. We anticipate challenges and proactively address them to keep your projects on track. Let us guide you to achieve your ambitions with unmatched efficiency. We align strategy with execution, bridging gaps that slow progress. Through continuous optimization, we turn complexity into clarity and control. Our framework empowers teams to act decisively and stay aligned under pressure.

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PREPARE FOR FUTURE

We value thorough planning, deep analysis, and detailed strategic frameworks. But our approach is agile, focused, and efficient. Our core strength is preparing your business for the future in minimal time. We build robust infrastructure, elevate strategic thinking, and craft actionable plans.

Our process future-proofs your business with speed and precision. We assess infrastructure, align vision, and develop strategic documents to ensure readiness. By fostering adaptive thinking, we empower sustainable growth. Our agile methods deliver results fast. We anticipate market shifts to keep you ahead. Our solutions are scalable and built to last. We guide you toward a resilient future. Our core strength is preparing your business for the future in minimal time. Need resilient infrastructure, visionary strategies, or transformative plans? We're here to help. Our core strength is preparing your business for the future in minimal time. We build robust infrastructure, elevate strategic thinking, and craft actionable plans. Need resilient infrastructure, visionary strategies. We integrate emerging technologies to unlock new opportunities. Our cross-functional experts ensure every solution is both innovative and practical. Partner with us to turn uncertainty into strategic advantage.

People don't buy what they need, they buy what they want.

We value in-depth research, detailed analysis, and comprehensive strategies for success. But our approach is agile, focused, and highly effective. Our core strength is enhancing customer experiences to drive maximum impact in minimal time. We optimize touchpoints, refine interactions, and create memorable journeys. Need to elevate engagement, loyalty, or satisfaction? We're here to help. We design solutions that connect deeply with your audience. Our strategies ensure every interaction feels personal and impactful. Let us transform how your customers perceive your brand. Our core strength is enhancing customer experiences to drive maximum impact in minimal time. We optimize touchpoints, refine interactions, and create memorable journeys. Need to elevate engagement, loyalty, satisfaction.

Our process transforms customer experiences with speed and precision. We analyze behavior, map journeys, and design solutions to delight your audience. By integrating insights with innovative execution, we ensure lasting connections. Our agile methods deliver results fast. Our core strength is enhancing customer experiences to drive maximum impact in minimal time. Need to elevate engagement, loyalty, or satisfaction? We're here to help. We optimize touchpoints, refine interactions, and create memorable journeys. From onboarding to retention, we tailor every step to your customer's needs. Our data-driven approach helps uncover hidden pain points and unlock new opportunities. Let us help you turn every interaction into a competitive advantage.

We craft experiences that resonate and build brand loyalty. Rapid prototyping and feedback loops allow us to refine interactions quickly and effectively. From digital interfaces to personal touchpoints, we ensure seamless engagement. Let us elevate your customer journey with precision. Our core strength is enhancing customer experiences to drive maximum impact in minimal time. We optimize touchpoints, refine interactions, and create memorable journeys. Need to elevate engagement, loyalty, or satisfaction? We're here to help. Our core strength is enhancing customer experiences to drive maximum impact in minimal time. We optimize touchpoints, refine interactions, and create memorable journeys. Need to elevate engagement, loyalty, satisfaction. We connect brand purpose with customer needs to drive meaningful interactions. Through real-time insights, we personalize experiences that adapt and evolve. Our multidisciplinary team ensures consistency across every touchpoint. Let us turn every customer moment into lasting brand value.



A large, dark grey, stylized number '690' is positioned on the left side of the page. The '6' and '9' are connected, and the '0' is a simple circle. The font is a clean, modern sans-serif.

BOOST SUSTAINABILITY EXPERIENCE

We value in-depth research, thorough analysis, and comprehensive sustainability strategies. But our approach is agile, focused, and efficient. Our core strength is embedding sustainable practices to maximize impact in minimal time. We integrate eco-conscious solutions, align values, and drive meaningful change.

Our process embeds sustainability with speed and precision. We assess operations, align eco-goals, and design solutions to reduce environmental impact. By blending innovation with practical execution, we ensure lasting value. Our agile methods deliver results fast. Our core strength is embedding sustainable practices to maximize impact in minimal time. Need eco-friendly strategies, green innovations, or sustainable growth? We're here to help. Our core strength is embedding sustainable practices to maximize impact in minimal time. We integrate eco-conscious solutions, align values, and drive meaningful change. Need eco-friendly strategies, green innovations. We help you future-proof your business through smart, scalable sustainability plans. Our experts turn challenges into opportunities for growth. Let's build a greener future together.

There's a difference between something working and something being effective.

Our mission is to deliver maximum value in minimal time. Using agile strategic methods, we analyze your business, uncover key customer insights, and prototype effective solutions within just a few days. Whether you aim to create a powerful brand, develop an innovative digital product, or craft a new business model, we're here to support you. Our streamlined process ensures rapid, impactful results tailored to your goals. We focus on efficiency, turning your vision into reality with precision and speed, delivering measurable outcomes that drive success. Let us help you achieve your objectives with a process designed for agility and excellence.

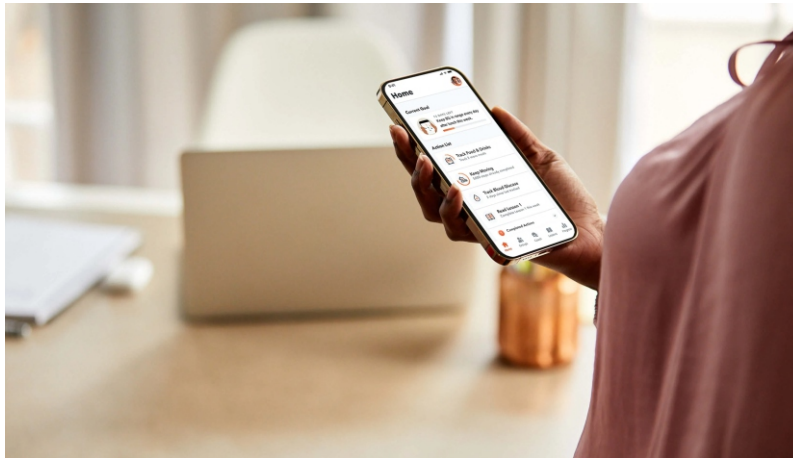
We redefine efficiency with swift, high-value solutions. Our agile approach helps us understand your business and prototype solutions in days. Whether building a standout brand or creating a digital product, we optimize for impact. Our team delivers results aligned with your vision, ensuring speed and quality. Trust us to transform your ideas into reality. Let's build what's next together.



Speed and value define our approach to process improvement. We use agile strategies to assess your business needs, understand your customers, and develop prototypes in record time. From crafting a new brand identity to launching a digital product or innovating a business model, we deliver tailored solutions that drive results. Our process maximizes efficiency, ensuring your goals are met with precision and speed. We collaborate closely to turn ideas into reality, delivering impactful outcomes that elevate your business. Our expertise spans diverse industries, enabling us to adapt solutions to your unique challenges. With a focus on agility, we streamline every step, from initial analysis to final execution, ensuring rapid progress without sacrificing quality. Trust us to enhance your operations, boost customer engagement, and position your business for success in a competitive market. Our data-driven insights inform every decision, ensuring optimal outcomes. We prioritize clear communication to keep you informed at every stage. Our proven track record demonstrates consistent delivery of transformative results. Let us empower your business to thrive with innovative, efficient solutions. We don't just deliver projects—we build long-term value. Your success is our mission, and we're with you every step of the way.

Speak up and let them talk about you. Not just a few kids in your neighborhood.

We deliver impactful communication strategies with maximum efficiency. Using agile methods, we craft tailored communication plans in just days. Whether you need a compelling brand narrative or a digital campaign, we're here to help. Our streamlined approach ensures clear, targeted messaging that drives engagement. Let us create a plan that resonates with your audience effectively.



Our strength is creating high-value communication plans swiftly. We use agile strategies to assess your business needs, identify key audience insights, and develop targeted messaging in days. Whether it's shaping a brand story, launching a digital product campaign, or building stakeholder trust, we deliver results that resonate. Our process ensures clarity and impact, aligning every message with your objectives. We optimize for speed, delivering communication solutions that engage and inspire. Our team collaborates closely to ensure every plan is actionable and effective, driving measurable outcomes for your business in the shortest time possible.

We craft communication plans that deliver results fast. Using agile methods, we understand your business and audience, creating targeted strategies in days.

From brand storytelling to digital campaigns, we ensure impactful messaging. Our approach prioritizes efficiency, turning ideas into reality with precision. Trust us to elevate your communication with solutions that connect. We don't just communicate — we connect. Every message is rooted in insight, purpose, and clarity. Our commitment is to help you cut through the noise and leave a lasting impression.



Let's make it together.

GUARANTEED.

Research

- Market Research
- Competitor Analysis
- Current Situation Analysis
- Pattern Finding
- Macro Studies

Structuring

- ESG Strategy Dev.
- Operative Strategy Dev.
- Message Engineering
- Resource Alignment
- Process Improvement
- Brand navigation

Design

- Product Design
- Service Design
- Experience Design
- Architectural Design
- Fashion and Style Design
- Story Design
- Brand Book

IS/MC

- Corporate Brand
- Personal Brand
- Advertising
- Public Relations
- Event
- Sales brokerage
- AI Factory

Our global expertise and robust infrastructure ensure unparalleled results. With years of international experience, we deliver exceptional quality in every project entrusted to us. Our advanced intellectual and operational frameworks enable us to execute with precision, creating solutions that drive success. From building a standout brand to launching innovative digital products or crafting new business models, we guarantee excellence. Every project is backed by our commitment to perfection, ensuring lasting impact and reliability. Trust us to deliver outcomes that exceed expectations, with a promise of quality that stands the test of time, giving you confidence in every step.

- Professional team with international experience
- 360 perspective and mastery of all aspects of design and implementation
- Familiarity with organizational structures of various sizes and functions
- Agile implementation and continuous change control

Synergizers



Dr. Solmaz Rafiey
Chairman of the Board

One of the best in identifying the growth processes of a system and implementing sustainable algorithms in medium and large businesses.



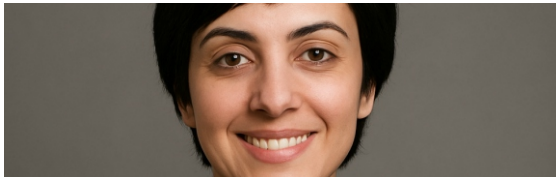
Dr. Alireza Hatami
CEO and Board Member

A well-known figure in Iran's entrepreneurial business ecosystem who opens up different perspectives for businesses.



Dr. Hatef Soroush
VP of Marketing & Board Member

Known in the Middle East for moving products across markets and customers to build sustainable sales. From private label to mergers and acquisitions.



Fahime Raja
Software Architecture Consultant

She is a seasoned engineering leader with over a decade of experience at Microsoft, known for building and scaling high-impact teams and pioneering innovative, AI-first products.



Pooyan Ata Abadi
Marketing Consultant

Experienced in implementing marketing systems. A man built for the toughest conditions of different business seasons. From banks to infrastructure.



Prof. Arash Rafiey
AI Consultant

A world-renowned figure and senior advisor to Apple, Microsoft, and Amazon. Full professor at Indiana University in the field of computer science.



Dr. Akbar Rafiey

AI Consultant

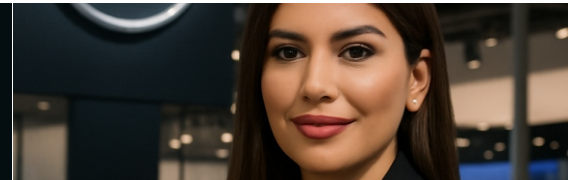
Another scientist in the field of computer science. Well-known at scientific conferences and one of the Iranian elite in artificial intelligence.



Meisam Amini

Infrastructure Consultant

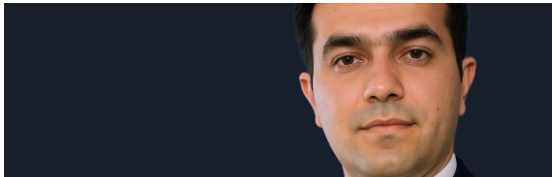
Experienced specialists in designing, implementing, and maintaining computer network infrastructures with deep and specialized understanding and vision.



Tania Shahi Koushk

Process Consultant

Expert in designing and creating improvement processes from a company with the highest process performance; in a country with infinite precision.



Omid Mirzaeian

Financial Consultant

A well-known figure in the shadows of large corporations to ensure flawless financial and tax operations. Familiar with the rules and experienced with numbers.



Hani Anvar Salar

Clothing designer & Styling Consultant

From the most famous stylist in Iran and the Middle East. From politicians to football players. For influential occasions, everyone knows a stylist.



Amir Hossein Madadi

Content Consultant

Built to shape valuable content and provide expert advice on audience experience. From Iran to Oman. A well-known figure in Middle Eastern Podcasts.

TRUSTED.

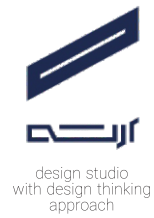
Our clients trust us as their steadfast partner. Over time, they've become more than customers; they're our allies and friends. They know that when a project demands precision and seriousness, we are among the few who deliver exceptional results. Our agile approach ensures we understand their needs, align with their vision, and deliver solutions swiftly. Whether it's crafting a standout brand, launching a digital product, or building a business model, we earn their confidence through consistent excellence. Our commitment to quality and reliability makes us the go-to choice for impactful, high-stakes projects.

We build trust through unwavering dedication. Our clients rely on us for serious projects, knowing we deliver with precision. Our collaborative process fosters strong partnerships, ensuring their success.

100%



Official Partners



LIFE AND ME

Genetic test; A map for
your life journey

SHAYMO

International Content
Factory and Media Manager

ARIQJAM

Information Tehcnology and
Infrastructure

We are synergizers.

Head Office

Unit 60, Floor 1, Ayeneh complex, Ayeneh Khaneh Boolvar, Isfahan,
Isfahan, IRAN POBOX 7874657463

R&D Office

200 North, 7th Street, Terre Haute, IN 47809, USA

Media Office

2907 Ascott Park Place, Sheikh Zayed Road,
Dubai, UAE

AI Content Factory

10787 Wilshire Blvd, Los Angeles, California,
90024, USA