



**ha'adam**

**Ha'adam Catalogue 2026**

**Moulding Innovation Into  
Influence**

We design AI tools, brand systems,  
and growth strategies that scale  
businesses and build trust.

## **Who We Are**

At Ha'adam, we help enterprises and startups scale with clarity and confidence through the strategic fusion of artificial intelligence and human insight.

Our name means "*The Human*", a constant reminder that behind every algorithm, dashboard, and growth strategy lies real people with real challenges. We don't just build technology; we craft solutions that amplify human potential while delivering measurable business outcomes.

## **Mission**

Empowering businesses to grow through data-driven insights, bold design, and human-centered strategy.

## **Vision**

To be the trusted partner for sustainable growth and measurable impact worldwide.



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## How We Work: **BUILD** → **INTEGRATE** → **SCALE**

### **BUILD: Custom AI Solutions**

#### **Custom AI Tools & Platforms**

- **What we deliver:** Bespoke copilots, compliance dashboards, and decision-support platforms built specifically for your industry and workflows
- **Perfect for:** Enterprises needing secure, scalable AI that they own and control
- **Key outcomes:** Complete data sovereignty, industry-specific functionality, seamless team adoption

### **INTEGRATE: AI-Powered Operations**

#### **AI Integration & Process Automation**

- **What we deliver:** Intelligent automation woven into your existing CRM, HR, legal, and operational systems
- **Perfect for:** Teams drowning in repetitive tasks and looking to free up human capital for strategic work
- **Key outcomes:** Streamlined workflows, predictive insights, dramatically reduced manual overhead

#### **AI-Powered Marketing & Growth Systems**

- **What we deliver:** Automated customer acquisition pipelines, retention workflows, and real-time performance tracking
- **Perfect for:** Growth-focused businesses struggling with high customer acquisition costs and conversion optimization
- **Key outcomes:** Lower CAC, higher lifetime value, data-driven growth decisions



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## **SCALE: Strategic Growth & Brand**

### **Growth Strategy & Market Expansion**

- **What we deliver:** Market entry frameworks, competitive positioning, pricing optimization, and scalability roadmaps
- **Perfect for:** Startups entering new markets or established businesses planning strategic pivots
- **Key outcomes:** Clear expansion strategy, reduced market entry risk, profitable growth trajectories

### **Brand Identity & Market Positioning**

- **What we deliver:** Cohesive visual systems, brand voice, messaging frameworks, and go-to-market campaigns
- **Perfect for:** Businesses needing distinctive market presence and consistent brand experience
- **Key outcomes:** Stronger market recognition, enhanced customer trust, unified brand presence

### **Product Strategy & Validation**

- **What we deliver:** Research-driven product positioning, competitive analysis, user testing, and product-market fit optimization
- **Perfect for:** Companies launching new products or refining existing offerings for better market performance
- **Key outcomes:** Higher success rates, stronger product-market fit, optimized pricing and positioning



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### **ESG-Aligned CSI Strategy**

- **What we deliver:** Corporate Social Investment programs aligned with ESG mandates, impact measurement, and transparent reporting systems
- **Perfect for:** Enterprises balancing profitability with social responsibility and regulatory compliance
- **Key outcomes:** Measurable community impact, regulatory compliance, enhanced stakeholder trust



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## **Proven Impact**

### **AI & Automation Results:**

- Reduced client contract review time by 40-65% through custom legal AI copilot
- Automated 60-80% of repetitive customer support tasks, saving 80-120 hours/week
- Built compliance dashboard that cut regulatory reporting time from weeks to days

### **Growth & Marketing Results:**

- Decreased customer acquisition cost by 25-45% for B2B clients through AI-powered lead scoring
- Increased conversion rates by 85-180% using predictive customer journey optimization
- Generated \$500K-\$3M in additional revenue through data-driven pricing strategy redesign

### **Brand & Strategy Results:**

- Successfully launched 12+ distinct brand identities with measurable market traction
- Executed global campaigns reaching millions of consumers across multiple markets
- Delivered 15+ go-to-market strategies with strong first-year ROI performance

### **ESG & Social Impact:**

- Aligned enterprise-level corporate social investment with measurable ESG outcomes
- Built impact tracking systems covering 10,000+ beneficiaries across multiple programs
- Delivered transparent reporting that significantly enhanced stakeholder trust and compliance

## Why Choose Ha'adam

**Human-Centered Technology** We believe the best AI amplifies human intelligence rather than replacing it. Every system we design puts people first, whether they're your employees, customers, or communities.

**Full-Spectrum Expertise** From machine learning algorithms to brand storytelling, our cross-disciplinary team brings together strategy, design, and engineering to deliver holistic solutions that actually work in the real world.

**Outcome-Driven Approach** We measure success by your success. Every engagement includes clear KPIs, regular performance reviews, and iterative optimization to ensure you achieve measurable results.

**Trusted by Industry Leaders** Our strategic partnerships span from entertainment giants like Netflix and MTV to industrial leaders like Bühler Group and premium brands like Luc Belaire and Bumbu.



## **READY TO SCALE?**

**Let's build your competitive advantage through AI-driven growth, custom tools, and human-centered strategy.**

Whether you're looking to automate operations, enter new markets, or build AI tools that your team actually loves using, we're here to turn ambition into measurable results.

### **Book a Free 30 Minute Strategy Call with Our Founder:**

Discuss your specific growth challenges and explore how we can accelerate your business outcomes.

### **Schedule Your Strategy Call -**

<https://calendly.com/omimnk/30min>

### **Alternative Contact:**

- Email: [info@hadamm.com](mailto:info@hadamm.com)
- Website: [www.hadamm.com](http://www.hadamm.com)

**Investment:** Engagements typically begin at \$25,000, with proposals tailored to your specific scope and growth objectives

*Ready to transform how your business grows? Let's connect.*