

Ainsideme brings finance, brand and digital growth into one professional platform.

Two clear capability pillars: Corporate Finance & AI-enabled decision systems, and Brand Management & Digital Marketing.

Built on over 27 years of corporate finance experience, Ainsideme combines advisory depth, digital execution and AI-supported workflows to help companies make stronger financial decisions, improve market visibility and build sustainable growth.

01 Corporate Finance & AI Decision Systems

Corporate finance advisory, Virtual CFO, M&A advisory, company valuation, IPO readiness, capital and debt structuring, trade and project finance, PPP and EPC+F advisory, cash-flow and risk management; supported by AI-enabled decision systems and five digital financial applications.



02 Brand Management & Digital Marketing

Brand strategy, corporate identity, digital marketing strategy, social media, paid media, content and creative production, corporate communication, launches, events and growth visibility.



Our role is not to merge finance and marketing into a single service. It is to provide both disciplines under one professional Ainsideme platform - financial architecture for decisions, and brand/digital execution for visibility and growth.

The corporate-finance side is built around Ainsideme Value Architecture.

Ainsideme turns company data and expert financial logic into adaptive decision systems, with AI used for speed and human judgement retained for validation.

SIGNATURE FINANCIAL LOGIC



Tacit expertise → structured decision logic

Ainsideme structures the financial logic that often remains implicit in expert practice - what to look at, what to connect and how to interpret the result without disclosing proprietary model rules.

Human judgement → AI speed → human validation

AI is positioned as a speed and interpretation layer. It supports financial analysis, scenario comparison and management outputs while professional judgement remains responsible for validation and action.

The result is a living decision capability: enterprise data enters the model, decisions are tested, actuals return to the system and the financial view can be refreshed as the company changes.

Ainsideme’s financial product layer deploys one decision architecture across five applications.

Each application addresses a specific corporate-finance problem; together they support valuation, liquidity, financing, trade and risk decisions.



Common design logic: company profile → assumptions → scenarios → risk drivers → decision output. The models are designed to adapt to different business realities rather than produce one-size-fits-all results.

VALUATION NOTE

The Company Valuation platform is built to answer not only “what is the company worth?” but also why, under which assumptions, which variables matter most and how risk or improvement scenarios may change value.

Brand Management & Digital Marketing is a separate Ainsideme capability area.

This capability supports visibility, positioning, communication and growth execution alongside the company's finance and decision-system work.

BRAND & DIGITAL GROWTH SOLUTIONS

01 **Brand Strategy & Management**

Positioning, brand architecture, messaging and corporate identity.

02 **Digital Marketing Strategy**

Channel planning, campaign logic, performance orientation and growth roadmap.

03 **Social Media & Paid Media**

Social media management, Meta/Google/Yandex advertising and campaign operations.

04 **Content & Creative Production**

Corporate content, visual concepts, creative direction and digital asset production.

05 **PR & Corporate Communication**

Corporate visibility, reputation support, communication planning and stakeholder messaging.

06 **Events & Market Presence**

Launches, galas, strategic events, business networking and international delegations.

Brand and digital services are not positioned as a sub-service of finance. They are a second core capability of Ainsideme: helping companies translate strategy into market presence, communication and demand generation.

Where relevant, finance and brand capabilities can support the same strategic agenda - investment readiness, market entry, corporate visibility, investor communication or international growth - while remaining professionally distinct.

Why Ainsideme: two professional disciplines, one integrated operating platform.

Ainsideme combines finance-led decision capability and brand/digital execution without reducing either discipline to the other.

WHY AINSIDEME

01

Finance-first decision architecture

Corporate finance expertise converted into adaptive, reusable and reviewable decision workflows.

02

Human-in-the-loop AI

AI accelerates interpretation; professional judgement validates the decision context and output.

03

Enterprise-data readiness

Designed to work with existing ERP and corporate data environments where integration is applicable.

04

Brand & digital capability

Brand strategy, digital marketing, communication and visibility support within the same professional platform.

05

Cross-border perspective

Trade finance, project finance, market-entry and international business context across Türkiye and international markets.

06

Execution partnerships

Advisory, pilots, digital model deployment, brand execution, roadshows and joint-delivery models.

Collaboration models

Corporate finance advisory · Virtual CFO · Digital financial model deployment · Brand strategy · Digital marketing execution · Corporate communication · Events / launches / roadshows · Strategic referral / joint delivery

Vision

To build one of the leading professional platforms combining corporate finance, Virtual CFO, AI-supported decision systems, brand management and digital growth capabilities for companies across Türkiye and international markets.

Financial discipline, strategic growth, brand visibility and AI-supported decision capability - structured under one Ainsideme platform.