



LYBLED
CONSULTANCY

lybled consultancy

ABOUT LYBLED

Founded in the UAE, LYBLED Consultancy transforms business through tailored strategies.

Since 2020, we've partnered with scaling businesses and visionary leaders to architect strategies that perform and bring about market insights, operational performance, and measurable impact. As a boutique advisory firm, we specialize in translating business goals into dynamic, data-backed frameworks that drive real results across borders and industries.

www.lybled.com



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MEET THE FOUNDER

Stephane Dadjo is a multilingual strategic brand advisor and founder of Lybled Consultancy, known for turning business goals into scalable results.

With experience spanning the Hospitality, Real estate, Fitness and wellness, FMCG, Food and Beverage, and industrial sectors, he has built revenue-generating frameworks from the ground up, creating departments, developing business and market entry strategies, and leading international event strategies across the MENA, Europe, and Africa regions. His signature approach combines high-level strategic planning with precise, hands-on execution, helping brands grow with accuracy and commercial impact.

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WHY CHOOSE LYBLED?

- Cross-Continental Perspective
- Strategies That Perform
- Executive-Level Advisor
- High-Impact Events/ Exhibitions & Activations Strategies
- Personalized, founder-led consulting



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RATES & SERVICES

- **Strategic Advisory (Hourly Rate)**

\$250/hour

Tailored guidance on market entry, brand positioning, GTM strategy, and cross-border business development. Ideal for executive-level consultations, investor readiness, and strategic pivots.

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RATES & SERVICES

Package	Description	Price
Essential Brand Audit	Review of current brand assets, positioning, and messaging with a strategic roadmap.	\$1,200
GTM Strategy Blueprint	Full go-to-market plan including psychodemographic targeting, messaging framework, and channel mix.	\$3,500
Brand Identity & Storytelling	Visual identity direction, brand voice development, and narrative strategy.	\$2,800

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RATES & SERVICES

Package	Description	Price
Event Concept & Strategy	Creative direction, audience targeting, and strategic alignment for exhibitions or activations.	\$1,500
Full Event Management	End-to-end planning, vendor coordination, on-site execution, and post-event reporting.	\$6,000+ <i>(based on scope)</i>
Event Representation (UAE/GCC)	Professional representation of African or international brands at trade shows or B2B events.	\$1,000/day

RATES & SERVICES

Package	Description	Price
Email Campaign Strategy	Segmentation, copywriting, and automation flow design.	\$1,200
Social Media Launch Kit	Content calendar, branded visuals, and engagement strategy.	\$1,500
Bilingual Campaign Execution (EN/FR)	Full campaign rollout in English and French, tailored to target markets.	\$2,200

LET'S CREATE SOMETHING BOLD

 **Website:** www.lybled.com

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 **Location:** Dubai, United Arab Emirates



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Strategy isn't what you say; it's
what aligns, activates, and

SCALES

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