



*Bridging gaps between **ROI** and **UX** in the most **#EDGY** ways*



mathieuroymba



*Bridging gaps between **ROI** and **UX** in the most **#EDGY** ways*

Roots



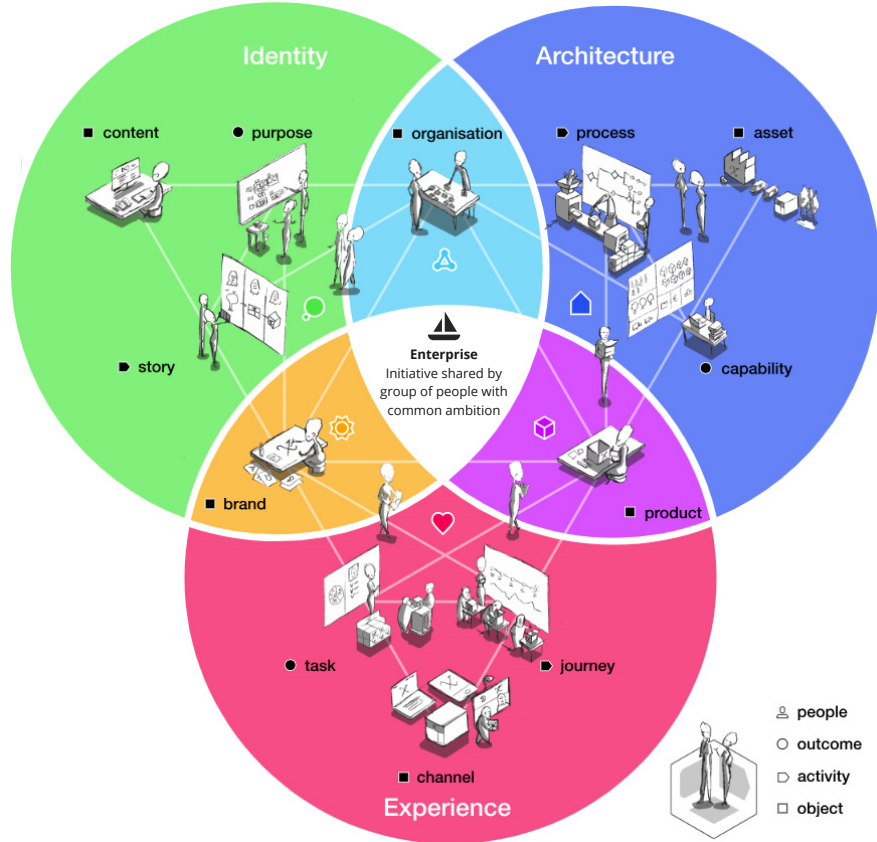
Passion



Vocation



mathieuroymba



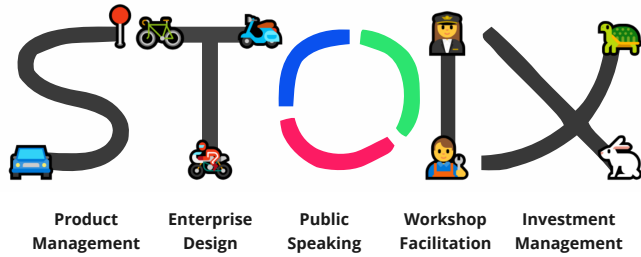


STOIX



Mission:

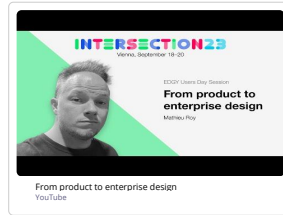
[Co]create virtuous circles



STOIX



INTERSECTION GROUP




Product Management

Enterprise Design

Public Speaking


Workshop Facilitation

Investment Management






STOIX

NOV 2023 Founders (AgTech Startup)
Arrivage

DEC 2023 Services Team (Innovation Accelerator)


JAN 2024 Founder (Mediation Consulting)
tierko

FEB 2024 Program Manager (Innovation Accelerator)

Founder & collaborators (3D Tech Startup)
EQUIM△KE

MAR 2024 Services Team (Innovation Accelerator)
 

APR 2024 Elite Sports Ecosystem (Athlete Health Platform)
arms **EDGE10**

NEED

Capabilities



Offering



Opportunities



Consulting



Launch



Rescoping



Product 2.0



ACTIVITY

Cash flows



#EDGYmoji



JTBD



Scan 



Prioritization



Benchmarks



Casting



Audit



Tasks



Capabilities



Scorecard



Interviews



Debriefs



Audit



Task map



Purpose ptf



Capabilities+



Survey 



"Pathway"



Portfolio



EDGY PRD



Research



Migration(s)



RESULT

Enterprise Roadmap



Web page



Engagement



Capabilities



HEC Paper



Rescoping



Mindfulness



Site (map)



Scans



Homework



EDGY adoption



Pitch



400+ users



Diagnosis



Roadmap



Metrics



Leagues (Lawyers)



Practitioners (Doctors)



Players (Schools)



Sports science (Market)



Capabilities



Cash flows



#EDGYmoji



JTBD



Scan 



**Enterprise
Roadmap**



Web page



Engagement



Offering



Prioritization



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Casting



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Rescoping



Opportunities



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Task map



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400+ users



Rescoping



Survey 



"Pathway"



Diagnosis



Roadmap



Metrics



Product 2.0



Portfolio



EDGY PRD



Research



Migration(s)



Leagues
(Lawyers)



Practitioners
(Doctors)



Players
(Schools)



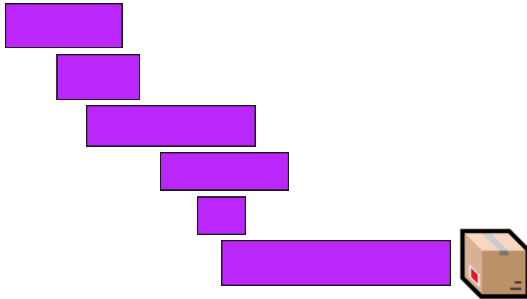
Sportscience
(Market)



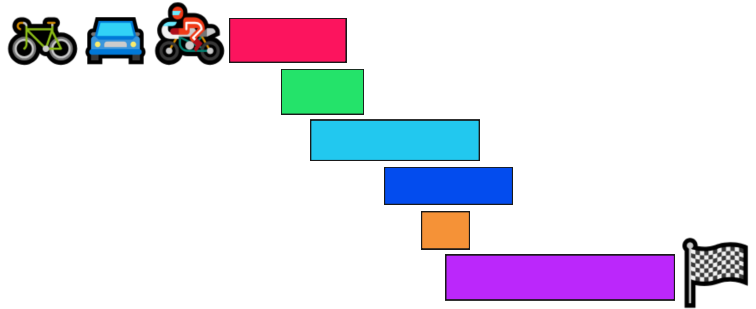


Intersection 2024

From...



To...



STOIX
