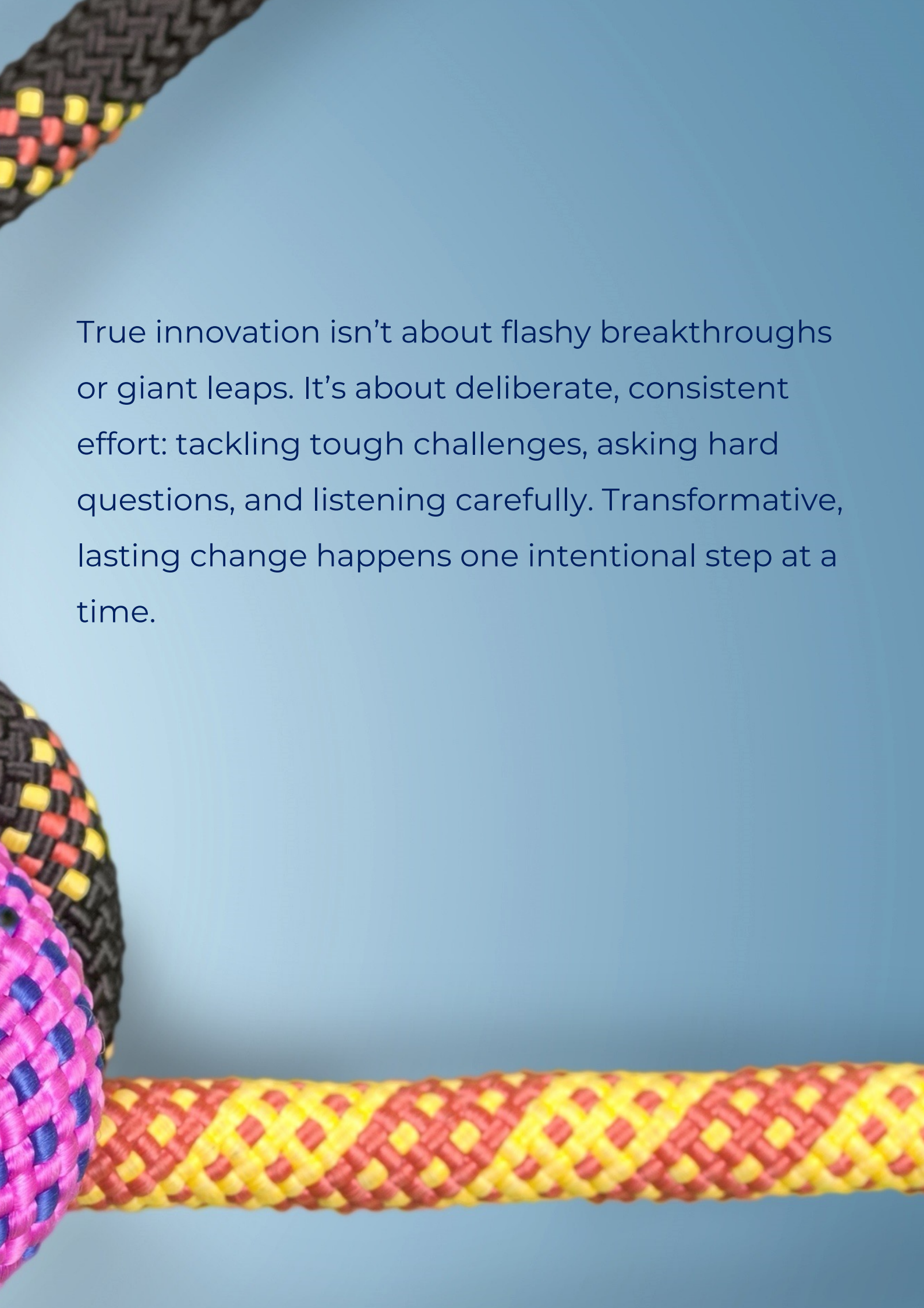


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**Defankle® democratises excellent innovation**, helping engineering and technology businesses unlock potential and deliver elevated value. For us, innovation isn't a luxury—it's the lifeblood of thriving businesses.

The image features several thick, braided ropes against a light blue background. One rope in the top left corner is black with yellow and red accents. Another rope in the bottom left corner is pink and blue. A long rope in the bottom right corner is yellow and red. The text is centered in the middle of the page.

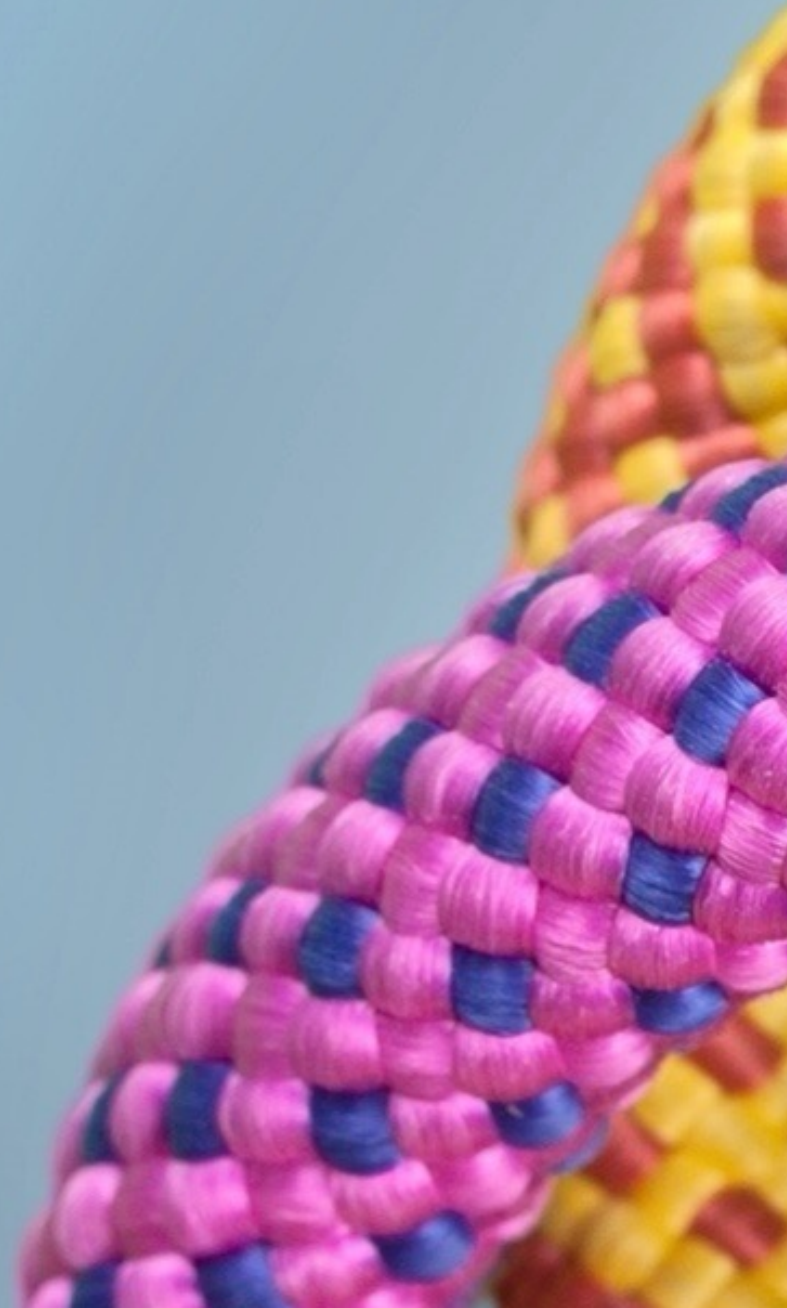
True innovation isn't about flashy breakthroughs or giant leaps. It's about deliberate, consistent effort: tackling tough challenges, asking hard questions, and listening carefully. Transformative, lasting change happens one intentional step at a time.



Our name reflects our purpose. Defankle<sup>®</sup> means to untangle—bringing clarity and simplicity to even the knottiest challenges. We make innovation accessible and impactful in three key ways:

## **1. Intention over invention**

Innovation starts with clear purpose and steady effort. We cut through ambiguity and guide teams toward value with a relentless focus on outcomes.



## **2. Inclusivity as standard**

Broad perspectives lead to better ideas. By welcoming diverse viewpoints, we uncover opportunities that might otherwise stay hidden.



### **3. Connected creativity**

Innovation thrives in systems. With bold experimentation and a holistic view, we find answers to the questions which hold the key to long-term success.

At Defankle<sup>®</sup>, we believe small steps spark big change. Together, we untangle barriers, realise potential, and make innovation work for everyone—one challenge at a time.

