

Partenaire en innovation stratégique et développement de produits pour une transformation



MERGERSCORP

Partenaire en innovation stratégique et développement de produits pour une transformation numérique évolutive

Un partenaire stratégique en matière d'innovation et de développement de produits pour les moyennes et grandes entreprises. L'entreprise allie des cadres de conception avancés, un talent créatif et une technologie de pointe pour transformer les idées en produits numériques évolutifs. Au-delà de la mise en œuvre, cette approche aide les clients à repenser leurs modèles économiques, à accélérer l'innovation et à obtenir des résultats mesurables dans les domaines de la stratégie, de la conception et du développement de produits.

Gamme de services principaux

1. Équipes produit

Des équipes dédiées qui travaillent en étroite collaboration avec les clients pour définir la stratégie, concevoir et développer des produits numériques de A à Z.

2. Conception

Initiatives de stratégie de marque, systèmes de design et services UX/UI visant à améliorer les expériences numériques et à renforcer l'engagement des utilisateurs.

3. Exploration

Des initiatives axées sur l'innovation et centrées sur l'expérimentation, le prototypage rapide et la validation de nouvelles idées et de technologies émergentes.

Présentation de l'entreprise et présence sur le marché

Le contenu peut être structuré comme suit :

- Année de création : 2011
Plus d'une décennie d'innovation et d'expertise en matière de développement de produits.
- Équipe : 42 professionnels
Elle compte 36 salariés à temps plein et 6 prestataires spécialisés.
- Principaux marchés : l'Argentine et l'Espagne
Une présence stratégique sur deux marchés à forte croissance.
- Bureaux : Buenos Aires et Madrid
Nous accompagnons nos clients en Amérique latine et en Europe.

Un portefeuille de clients varié couvrant de nombreux secteurs d'activité

En novembre 2025, l'entreprise comptait 16 clients actifs parmi les grandes entreprises et les PME, et collaborait avec des organisations de premier plan et des marques reconnues en Amérique latine et en Europe.

Son portefeuille de clients comprend des entreprises de renom telles que BBVA, Boca Juniors, PedidosYa, Bien sûr, Santander, Medicus, McDonald's et Stellantis.

GROSS REVENUE
\$ 3,000,000

EBITDA
\$ 1,000,000

BUSINESS TYPE
Centre d'appel

COUNTRY
Argentine

BUSINESS ID
L#20261088

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