

axiom

Strategic Branding for Impact & Growth
by MENDELEIEV



“We transform
brand strategy
into a **measurable**
growth asset.”

FROM BLUEPRINT TO BUSINESS IMPACT

An **axiom** is a
foundational
truth


The starting point of any coherent system. Likewise, a strong brand begins with clear principles :
purpose, positioning, and proof.

Axyom builds brands on
principles that endure,
not on trends that fade

Axyom bridges strategic insight and communication intelligence to
(re)shape your brand into a driver of growth.

WHAT MAKES IT WORK

COMBINING ECONOMIC FORESIGHT WITH BRAND ARCHITECTURE



Turn strategic intent into **tangible, high-impact brand experiences** - through an **agile, evidence-based** process that builds, tests, and scales.

The **Axyom Framework** operates as an **iterative journey** - **aligning strategic clarity** with **creative efficiency**.

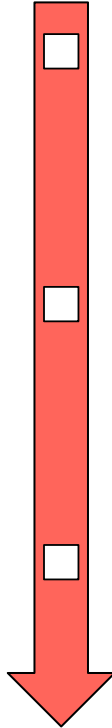


THE AXYOM FRAMEWORK

EACH STEP BRIDGES STRATEGIC INTENT AND OPERATIONAL EXECUTION



DETAILS IN
APPENDIX



1. Analyse & Recommend

- Brand & Ecosystem Diagnostics
- MindShake Assessment
- Design Sprint Workshops

2. Create & Deploy

- Legal & Naming Validation
- Brand System Design
- Activation & Rollout

3. Measure & Scale

- Monitor's performance KPI's
- Collect qualitative insights from market & teams
- Feed learnings into next brand cycles



A LEAN TEAM TO SCALE

OVER SIX DECADES OF COMBINED EXPERIENCE IN BRAND, INFLUENCE AND GROWTH STRATEGY, FROM STARTUPS TO GLOBAL LEADERS.



ROMAIN GUITTET
Managing Director

15 years of marketing strategy consulting

#Brands #Innovation



MARINE D'ENFERT
Brand Strategist

15 years of experience in Branding strategy

#ThoughtLeadership



AGATHE STIRER
Growth Advisor

15 years of experience in M&A and capital raising

#M&A #InvestmentFunds



FLORIAN DUPRÉ
Creative Director

20 years creating advertising campaigns

#Storytelling #Advertising



AN END-TO-END SOLUTION TO UNLOCK FULL BRAND'S POTENTIAL

START

Where your vision takes shape

“ **AXYOM is at the CORE**
Where structure gives strength

CROSSROAD of your business ”
Where strategy meets action

HEART

Where emotion drives engagement

AUTHORITY > FUNDRAISING MOMENTUM

ARCHEON MEDICAL | FR | MEDTECH

CHALLENGE

- Position Archeon's breakthrough resuscitation technology for international visibility
- Build investor confidence and commercial legitimacy around the brand

SOLUTION

- Full rebranding of the identity and brand platform
- Strategic communication framework to support fundraising

STRATEGY

- PR and international visibility building
- Public affairs and institutional lobbying

KPIs

Contributed to €1.5M

Series A Raise

(mixed financing : grants, PE & VC)

3 international distribution agreements secured (during PR campaign)

50+ international media mentions



L I F E C O M E S F I R S T



It will take just over 1 minute to watch this film



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TRUST-BUILDING > MARKET ACCESS

PIXEE MEDICAL | FR | MEDTECH

CHALLENGE

- Position the brand to accelerate international expansion, starting with the U.S. market
- Build a multi-territory B2B brand platform across digital and offline channels

SOLUTION

- Redesign the identity and brand architecture
- Develop the narrative and core brand fundamentals

STRATEGY

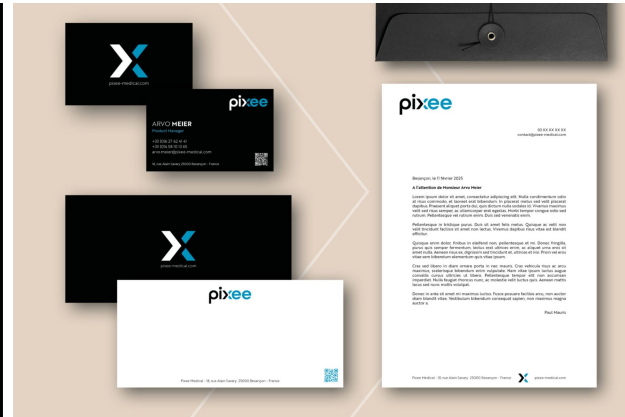
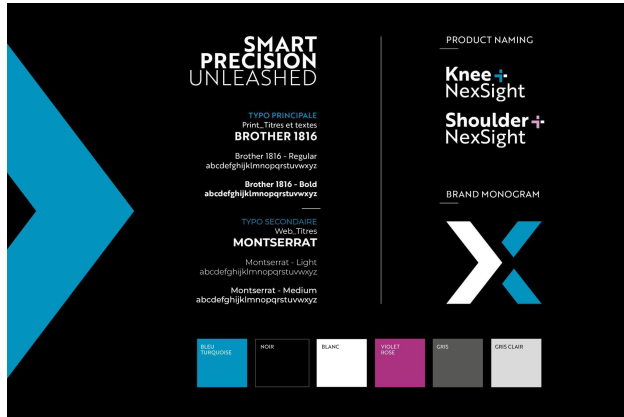
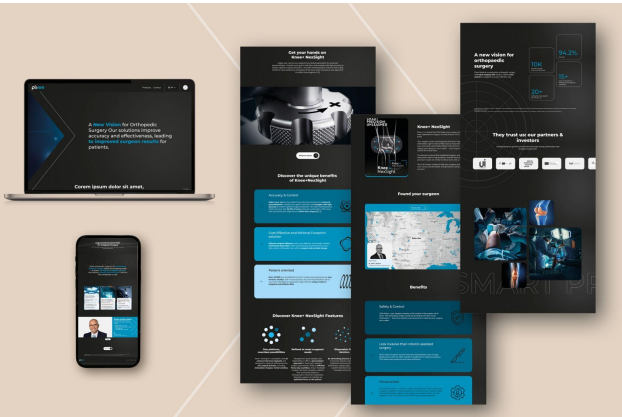
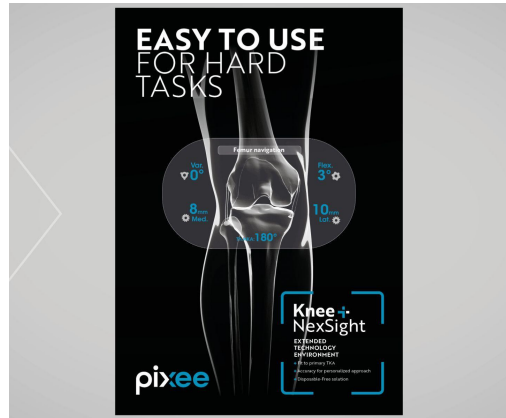
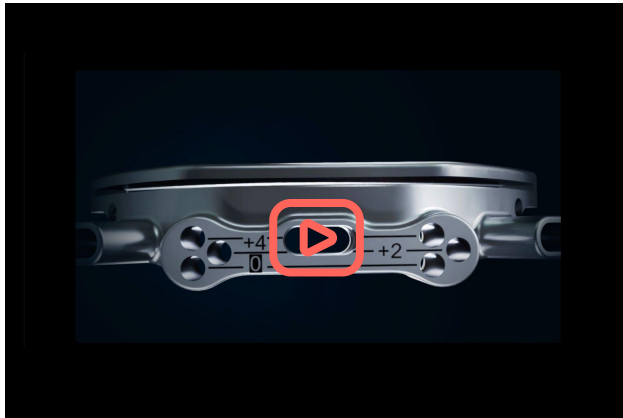
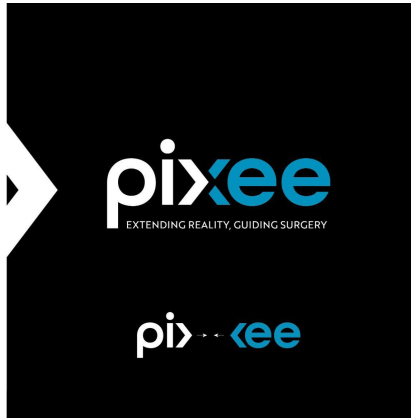
- Thought leadership and expert positioning
- PR, public affairs and B2B activation

KPIs

Supported
U.S. subsidiary launch
and go-to-market acceleration

Enabled U.S. trademark
filing ahead of FDA 510(k)
clearance

20+ Industry media mentions



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BRAND CODES > GLOBAL CONSISTENCY

SAVIAN INC. | USA | FASHIONTECH

CHALLENGE

- Reposition the brand from aesthetic-led to performance- and material-driven
- Build a scalable ecosystem around product, materiality and innovation

SOLUTION

- Create a core iconography and material storytelling system
- Develop a scalable content library across product, textures and innovation

STRATEGY

- Deploy an image-first system to increase product desirability
- Activate social media and bridge digital to physical touchpoints

KPIs

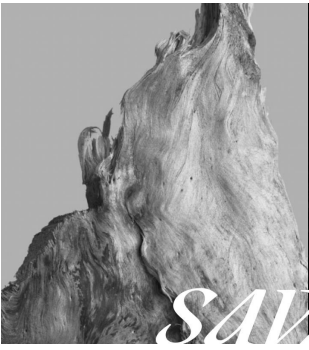
Multiple
international
awards

+240% engagement
vs baseline

3 strategic product
collaborations launched



SAVIÁN



SAVIÁN



LUXURY
INSPIRED
BY NATURE



SAVIÁN



SAVIÁN



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EXECUTIVE ALIGNMENT > GLOBAL EXPANSION

COLTENE x HENRY SCHEIN | CH-USA | HEALTHTECH

CHALLENGE

- Strengthen alliance leadership and clarify its strategic rationale
- Align key stakeholders around a shared growth narrative

SOLUTION

- Create a C-level strategic pitch platform
- Build a clear value story supported by data-driven narrative

STRATEGY

- Position the alliance as a category leader
- Drive executive alignment and internal growth support

KPIs

2 C-level / Board
validations
delivered

Combined \$12Bn+
ecosystem leveraged

Access to
30+markets via Henry
Schein network

It seems
that old is
the new young

The game has changed.
So have some of oldest
players.



MicroMega: 118 years old

02 BUILDING UP
TO MEET THE
CHALLENGE

A major endo hub to conquer
the European market



The endodontics market in the EU

The global endodontics market is projected to reach USD 1.61 billion by 2022, from USD 1.26 billion in 2017, at a CAGR of 5.1% during the forecast period.

Europe accounted for the largest share of the endodontics market in 2016 (41.3%). The European market is projected to reach USD 635.1 million by 2022, from USD 517.1 million in 2017, at a CAGR of 4.2% during the forecast period.

Strengthen partnership with MicroMega

01 Direct access to endodontics market share in EU

Report on Endodontics Market: Global Forecast to 2022
Markets And Markets © 2017

Report Global on Endodontic Files Market Size, Industry Analysis and Forecast 2021-2027
Research Allied Copyright © 2021



Europe will still dominate the endodontics market in 2022



04 R&D DEPARTMENT
THAT FEARS
NOTHING

Strategic partnership
to grow faster at lower cost



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UPMARKET SHIFT > INTL VALUE UPLIFT

GRANDS CHAIS DE FRANCE | FR | WINE & SPIRITS

KPIs

CHALLENGE

- Build a premium umbrella brand to elevate the portfolio
- Shift perception beyond an industrial wine group image
- Express French savoir-faire on the international stage

SOLUTION

- Redesign the overall brand identity and architecture
- Create a high-impact brand narrative through a premium editorial format

STRATEGY

- Activate PR and public affairs influence
- Deploy brand assets across editorial, retail and travel retail channels

Contributed to premium brand creation and visibility for a

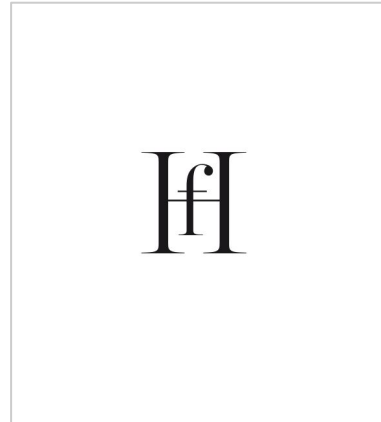
€1.5B wine group

(79 brands . 22 estates . 2 wine houses)

+60 Countries reached worldwide

+25 international media articles
(wine / trade / lifestyle)

famille
HELFRICH
PROPRIÉTAIRE • VITICULTEUR



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PARTNERSHIP BUILDING > LICENSING GROWTH

MICROMEGA x SEPTODONT | FR | MEDTECH

CHALLENGE

- Convert R&D into a scalable licensing business model
- Monetize “E-Endo” as a global licensable platform

SOLUTION

- Define a strategic R&D + go-to-market roadmap
- Build a two-phase deployment and monetization plan

STRATEGY

- Position E-Endo as a category licensing standard
- Activate international partners and market entry pathways

KPIs

Business Model
Shift
to licensing revenue

Accelerated access to
key global markets

M&A deal initiated from
partnership positioning

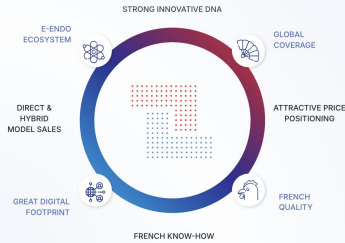
01

SEIZE A PROFITABLE OPPORTUNITY BETWEEN 2 MAJOR PLAYERS

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Merging complementary strengths is the best way to accelerate

... with a partnership enhancing endo healthcare and creating great value



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2 COMPANIES "MADE" TO TEAM UP WITH A GROWTH AND AGILITY MINDSET

MICROMEGA A HUGE MANUFACTURING HERITAGE IN ENDODONTICS

For over a century, MicroMega, is one of the world leaders in endodontic root canal instruments.

In 2005, the watchmaker Etienne Garnier adapted a clock-making tool workshop for a dentist that needed a nerve branch. MicroMega was born in the heart of Besançon.

Since then, the well-known brand has been designing, manufacturing and marketing dental surgical premium instruments for practitioners and endo specialists worldwide.



SEPTODONT THE WORLDWIDE LEADER IN DENTAL PAIN MANAGEMENT

Septodont was founded in France in 1922 by Arnie & Lester Schiller. When Henri Schiller took the leadership of the company, Septodont launched worldwide well-established brands.

At the same time, the group also positioned itself among the front-runners of dental anaesthetics in cartridges and leader in anesthesia. To do so, Septodont acquired in 1990 a manufacturing site in France dedicated to dental needles.



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COLTENE MICROMEGA AND THE E-ENDO PROGRAM

More than a R&D program, E-Endo is a vision aiming to "Connect the endodontics and patients of tomorrow"

E-ENDO PROGRAM is about connected instruments, smart motor and digital platform to...

- >> facilitate automatic settings
- >> prevent from risks such as file breakage
- >> improve instrument life cycle traceability
- >> upgrade manufacturer/industrial/sales and products
- >> use data collection for surgery, scientific access, training...



"Our research focuses on the detection of these acoustic emission signs, which are correlated with deformation or damage mechanisms, precursors of instrument rupture."

Dr Marin Vincent Vice dean in charge of innovation and development, Lorraine University, about the "Zero-breakage file" project.



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E-ENDO PLATFORM - AN ECOSYSTEM FOCUSED ON INNOVATIVE AND SAFER HEALTHCARE SOLUTIONS

FILE READER Identification

- Intelligent motor paired with the RFID chip on instrument
- >> automatic settings
- >> instrument life cycle traceability
- >> usage data collection

FILE BREAK DETECTION SafeEndo "Zero breakage"

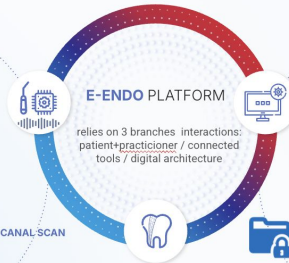
- >> Real-time
- >> acoustic process of failure detection

MOTOR GPS

- Real-time geolocation of the instrument head.
- >> Torque
- >> Axial Force

APEX LOCATOR ROOT CANAL SCAN NoScan

- >> Electromagnetic
- >> real-time analysis
- >> and AI education



PATIENT + PRACTITIONER

DIGITAL SOLUTION / CABINET IoT / MyColtene

Software, services and operational technology for patient and practitioner

- >> Dentist login
- >> Digital twin
- >> Data analytics
- >> Deep learning



Secure AI digital ecosystem with blockchain

- AWS
- >> Direct Orders
- >> Local inventory
- >> Demand driven supply

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“Every **brand**
has its own path.

We align strategy, creativity and influence
at **every key moment**
of its growth”

“Let’s turn your *innovation*
into *conviction.*”

DROP US A LINE OR
SCHEDULE A STRATEGIC SESSION