



Navigating success, **together.**

2025

vlvcapital.ch



FABIO PASQUALI

FOUNDER & CEO

About us

Founded by Fabio Pasquali, VLV Capital is a boutique consulting firm that has built its value by helping companies grow through complex commercial networks and tailor-made franchising models.

Today, we combine this thirty years of experience with the power of AI to offer advanced, customized, and digital strategies: a modern approach designed to accompany today's businesses toward tomorrow's success.

30 Years of experience

20+ PMI e startup

50+ Sectors

700+ Companies



Mission

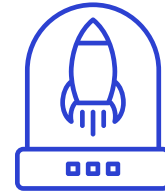
We support entrepreneurs and companies in their growth, transforming our many years of experience in franchising into scalable strategies and valuable connections. Our goal is to create a winning ecosystem where innovation, collaboration, and tangible results drive shared success.

Vision

We want to be strategic partners for today's businesses, offering tailored strategic advice that transforms established know-how into modern, future-oriented solutions.

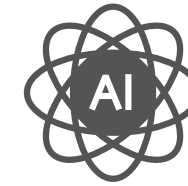


Services



Development strategies

We create and implement plans aimed at achieving long-term growth objectives for a company or project.



IA Corporate

Generative AI in business models to optimize processes and create new products and services.



Network Development and Franchising

We support the expansion of complex and scalable commercial networks with digital tools and AI.



Advisory Board

We provide a strategic vision of excellence to efficiently support corporate governance.



Development strategies

We transform ideas into opportunities

Our strategic consulting is designed to help you:

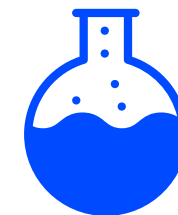
- Define clear, achievable goals that are aligned with your business vision.
- Analyze the market and competition, identifying threats and areas for growth.
- Develop concrete action plans with customized roadmaps and success metrics.
- Optimize resources and investments, maximizing ROI and reducing risk.

Why choose us?

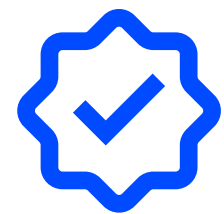
- Industry experts: Our team combines multidisciplinary skills and years of experience.



- Tailored approach: we offer tailor-made strategies for your needs.



- Measurable results: We constantly monitor progress to ensure that objectives are achieved.



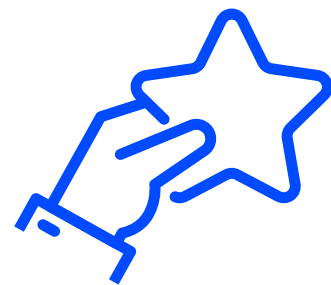
IA Corporate

We offer AI Corporate, a service that integrates tailor-made Artificial Intelligence solutions to optimize processes, reduce costs, and generate new sources of revenue.

In particular, we deal with the following functions:

Customer experience

We analyze processes and data to identify opportunities with the highest ROI.



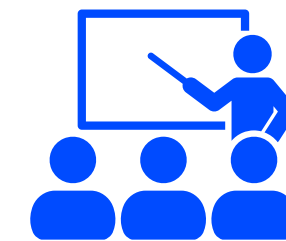
Company experience

Let's work together to design a solution for improving your company's internal efficiency.



Deployment & Training

Implementation + internal team training.



Continuous Optimization

Monitoring with monthly reports to implement performance improvement strategies.



Network Development and Franchising

With our innovative franchising model and strategic partnerships, we transform companies into winning ecosystems:

For Franchisor:

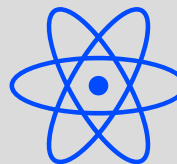
Replicable formats with
plug-and-play
technologies



Support for partner selection
and training



Flexible revenue sharing
models

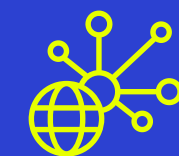


For Partner/Investor:

Access to proven brands
and profitable markets



Integrated platforms (CRM,
training, marketing)



Ongoing support to maximize
ROI



Advisory Board

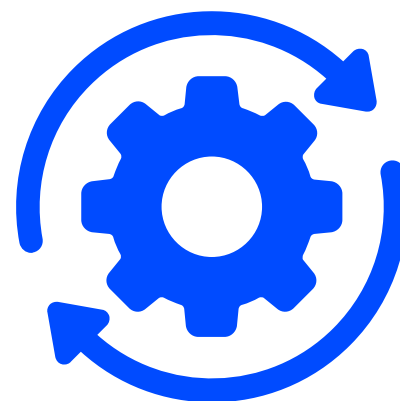
We select experts who support companies with targeted skills, networks, and strategic vision, without the constraints of a board of directors.

We support:

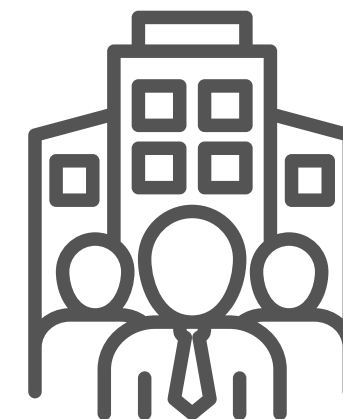
Startups/Scaleups:
preparing for funding rounds
or expansion.



**SMEs undergoing
transformation: process
or digital innovation.**



**Corporate: managing market
disruption with agility**



Valuable partnerships



VLV Capital places great value on partnerships: this is why Fabio Pasquali is co-founder and president of Italian Consulting Group, the leading “Made in Italy” marketing consortium. This consortium brings together companies selected for their professionalism and results, with the mission of strengthening the position of member companies, supporting their development at national and international level.

Luiss Business School

As Scientific Advisor for the Executive Program in Franchising Management at Luiss Business School, Dr. Pasquali shares his practical and strategic knowledge in a course designed to teach professionals how to master the dynamics of the sector using cutting-edge tools and successful case studies.



Strength



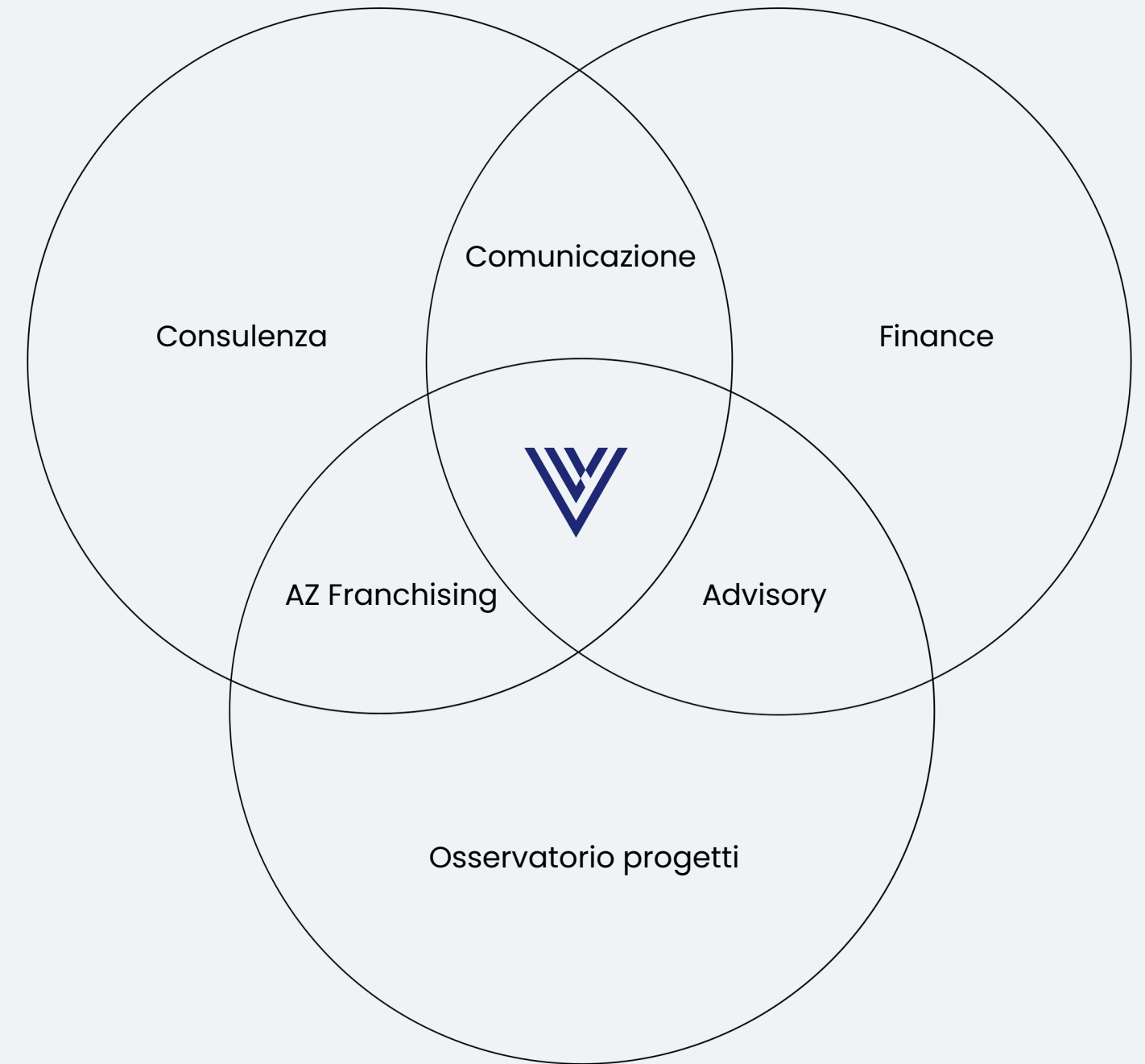
Innovative Vision We develop tailor-made strategies for franchise networks and SMEs with tools that anticipate market trends. From data analysis to the integration of Artificial Intelligence.



Media Leadership Exclusive partnership with AZ FRANCHISING and Franchising & Partnership Magazine, the most authoritative magazine in the sector. We enhance our clients' brand and reputation by offering a unique and specialized showcase.



Cross-cutting Consulting, marketing, advisory, finance, project observatory. We accompany the idea until its consolidation. In addition, our prior knowledge has given us a network of professionals ready to respond to market needs.



Track Record





Viale Stefano Franscini 16,
Lugano, Switzerland

 [LinkedIn](#)

 vlvcapital.ch

 info@vlvcapital.ch