

Offer architecture the market understands and chooses.

I connect the offer, audience, value, price,
differentiation and sales approach into one
commercial system.

FOR TECHNOLOGY, SERVICE AND EXPERT-LED COMPANIES.



01 / ONE OF MANY

A company can be present in the market — and still remain almost invisible.

A valuable offer is not enough if the client does not understand who it is for, what problem it solves and why they should choose it.

FOR COMPANIES WITH A STRONG PRODUCT BUT AN UNCLEAR OFFER, WEAK DIFFERENTIATION OR INCONSISTENT SALES.

THE MARKET DOES NOT SEE A COMPANY'S FULL POTENTIAL, ONLY ITS MARKET FORM.



TU POWSTAJE NOWA ARCHITEKTURA KOMERCYJNA WASZEJ FIRMY.

Projekt rynkowej formy, która zmienia powód wyboru.

NIE KAMPANIA — system decyzji

NIE KOSMETYKA — nowa logika wartości

REZULTAT — forma, którą rynek rozumie i wybiera



Six dimensions of one coherent market decision.

Value emerges when the offer, audience,
sales approach, price and differentiation
form one system.



The same company. The same products. A stronger reason to choose it.

The company does not change what it sells. It changes the logic of the offer, how value is presented and the customer experience.

BEFORE product list · different arguments · price
AFTER clear offer · shared reason to choose · coherent sales

**DIFFERENTIATION DOES NOT START WITH
APPEARANCE.
IT STARTS WITH A DIFFERENT LOGIC OF
VALUE.**



Each function
receives
its own product.

Everyone works
from one architecture.



MARKETING
positioning
Message House
GTM strategy

PRODUCT MANAGER
30/60/90 roadmap
experiments
KPIs and decisions

SALES
packages and pricing
Sales Playbook
Executive Deck

CEO
Opportunity Map
segment selection
revenue model

Every package delivers an implementation-ready result.

The scope grows from designing one offer to launching a complete commercial model.

NET PRICES. EVERY PACKAGE HAS A DEFINED SCOPE, NAMED PROCESS PARTICIPANTS AND A DEFINED APPROVAL PATH.

01 COMMERCIAL OFFER BLUEPRINT

5,500 PLN
up to 2 weeks

For one offer and one segment.

RESULT
Offer Blueprint v1.0

02 FOCUSED ARCHITECTURE

from 18,000 PLN
3–4 weeks

When one module blocks further growth.

RESULT
Approved Module Blueprint

03 INTEGRATED ARCHITECTURE

from 42,000 PLN
5–7 weeks

When offer, marketing and sales need a shared system.

RESULT
Commercial Architecture System

04 FULL ARCHITECTURE + ACTIVATION

from 72,000 PLN
8–10 weeks

When the company needs a complete model and launch.

RESULT
Market-Ready Commercial System

08 / NEXT STEP

PERHAPS YOU WANT YOUR STALL TO STAND OUT
ENOUGH FOR THE RIGHT CLIENTS TO STOP RIGHT THERE?

Let's begin with a free 30-minute Discovery.

PROBLEM → SCOPE → DECISION

BOOK DISCOVERY

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Three technology companies. Three undervalued strengths. Three ways of naming their real meaning.

PROBLEM: similar offers. **ACTION:** function, story and meaning. **RESULT:** a distinct, memorable reason to choose.

01

AI COMPANY

Three company values stop being mere expressions and their acronyms stop being only logo elements. They become the architecture of a new brand space: a tunnel guiding the client from need and uncertainty directly to the expected solution.



02

AUTOMATION COMPANY

The company name gained metaphorical meaning — a complete identity and functional dimension. The offer was fully mapped on interactive maps. As a result, complex technology reaches clients who previously felt lost in the processes and the value of automating them.



FROM STAFFING VENDOR
TO GROWTH ADVISOR.

BODY LEASING / OUTSOURCING COMPANY

Transforming an undifferentiated offer shared by dozens of similar companies into a distinctive and unique one.



03

POSITIONING

SALES NARRATIVE

OFFER ARCHITECTURE

GO-TO-MARKET

SALES ENABLEMENT MATERIALS

A portfolio of concepts transformed into tangible forms.

Different problems. The same ability to give them a distinct function, logic, narrative or form.

01

PROMPT BUILDER AGENT

Rough input

Write something about
AI for sales.

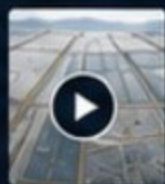


Structured prompt

- ✓ Objective
- ✓ Context
- ✓ Expected output
- ✓ Requirements
- ✓ Tone

VIDEO DETECTIVE AGENT

"Explain the approach
to industrial zone
mapping"



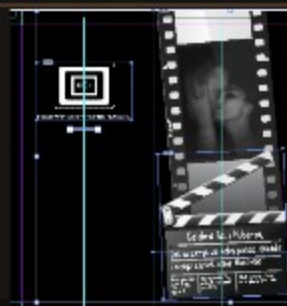
File
City_Map_Project.mp4
Timestamp
00:14:32 – 00:15:08
Match
92%
Context
Industrial zone mapping
methodology overview

Search

AGENTIC AI

Two specialized agents: prompt structuring and finding videos from quoted dialogue.

02



NARRATIVE DESIGN

A cinematic story of a wedding and reception designed as a wedding invitation.

03



SENSITIVE COMMUNICATION

Komunikacja sytuacyjna.

04



PRODUCT & DESIGN THINKING

Produkt i wykonanie.

05

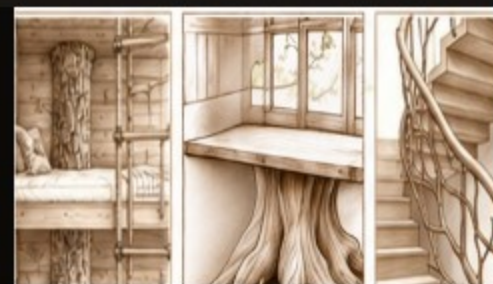
06



STRATEGIC VISUAL MAPPING

Portfel IT jako mapa projektów referencyjnych.

07



SPACE AS A STORY

Funkcja zbudowana z narracji.

IN BRIEF

I organize how the market understands, chooses and buys from your company.

PROBLEM A strong offer remains invisible, inconsistent or difficult to choose.

ACTION I connect positioning, offer, audiences, pricing and sales into one architecture.

RESULT The company receives a ready-to-use commercial system — not a collection of recommendations.

START Free 30-minute Discovery: problem → scope → decision.

