



Digital content
made international.



A vision for the European Industry until 2030

In 2030, European industry will be a global leader that will responsibly deliver value for society, the environment and the economy.

By building on our excellence in scientific research and manufacturing,
we will invest in breakthrough technologies,
future generations and in **new skills**,
thus reinforcing our **global competitiveness**.



Only **40-50%**
of European SMEs invest in
internationalization
projects.





Reasons:

Budget

Mktg = Sales

Language barriers





Think **global**, speak **local**.



In order to **expand** your business, you need to know and understand the country, the **culture**, the language, not just the economics of the market.

The best way through it is to consult **local** people to tell your story: that's how you engage your **global** audience.

Why?



Oddhusky Ltd

is a start-up company designed to tailor digital content to international audiences.

We drive business growth by delivering engaging content across digital platforms and beyond.





- Delocalised network of native-speaking content creators and creative talent
- Integration with in-house communication, sales and marketing teams

How?



- Social media, web content, blog posts, publications, podcasts, videos and more
- Events and exhibitions
- DEM and campaign marketing
- Tailored SEO to each country
- Cultural expertise and insights

What?



Tune your voice to the
local sound.





yes

translate apps
can translate content

however

they aren't accurate for
marketing purposes as AI cannot
identify the target audience
nor understand the local context



Then who can?

We engage local **young talents** for content creation.

Doing so, we help them become more economically **independent** while gaining professional skills that will boost their future **career**.





Our Purpose

We are in business to unite and engage people through language.

We help your business reduce the environmental impacts of your internationalization process by delocalising it.



Sam D'Angelo

Co-Founder
sam@oddhusky.com
+ 44 7848819066



Giacomo Cassinese

Co-Founder
giacomo@oddhusky.com
+ 39 3803681254