



APX VISION FZE · DUBAI · UNITED ARAB EMIRATES

Cyrille C. Catel

TURNING IDEAS INTO ACTION = IDEACTION

Architect of organizational transformation — and
of the systems that turn ideas into action.

CAPABILITY FILE · 2026



cyrille@catel-ideaction.org

+971 58 574 2610 · [linkedin.com/in/cccatel](https://www.linkedin.com/in/cccatel)

Dubai, UAE · International support and intervention

PRIVATE DOCUMENT

BY INTRODUCTION OR DIRECT CONTACT

Who I am

I am an Adaptive System Architect. Like Dr. House, I read organizations as systems, then build inside them: the method, the structure, the venture. My only difference with Dr. House is that I actually like my customers and partners.

I am the founder and CEO of APX Vision FZE in Dubai, the company that carries my method, **AOMS 6.0™** — a published organizational system registered with the Swiss National Library. I also founded Water Riders®, Mobula®, Aequora Living®, Gastronomic Art and Heroes Circles, and I am the author of **Intentional Vision Anchoring**.

Before this, thirty years of operational leadership at Covance, Grünenthal, CYLAD Consulting and Givaudan, across pharmaceutical, consumer, industrial and professional services organizations. I am a DBA candidate at Grenoble Ecole de Management from November 2026.

I work internationally in English and French. I answer personally.

CREDENTIALS

DBA CANDIDATE

Grenoble Ecole de Management, from Nov 2026

MBA

Visionary Leadership & Innovation, 2025

EXECUTIVE COACHING

IMD Lausanne, 2024

LEAN LEADERSHIP

INSEAD & McKinsey, 2012

SIX SIGMA

Black Belt, ASQ, 2010

PUBLISHED

AOMS 6.0™, ISBN 978-2-9701867-4-8
Intentional Vision Anchoring, ISBN 978-2-9701867-1-7

THE METHOD

AOMS 6.0™ — Adaptive Organization & Management System 6.0™ — was published on 24 May 2026 and registered with the Swiss National Library (ISBN 978-2-9701867-4-8). It reads an organization through seven indices, measured by twelve expert-administered diagnostics across four sectors and three lifecycle phases. It is a facilitated, evidence-based assessment — not a survey.

POSITIONS & AFFILIATIONS

CEO

Impact Consulting Coalition

CHAIRPERSON

AI for Impact Alliance — Dubai & Geneva

ADVISORY MEMBER

HESED World, nonprofit, since November 2025

GLOBAL ADVOCATE

AIFOD — AI for Developing Countries Forum

WHAT I DO, CONCRETELY

- Diagnose an organization across seven indices, and name the binding constraint.
- Design the structure and governance that let a strategy actually run.
- Source and deliver rare assets through a Gulf network, not a catalog.
- Structure and launch ventures in the Gulf, from concept to first delivery.
- Open European programs to Gulf operators, owners and institutions.

HOW I WORK

- Read the system before touching it — the binding constraint is rarely where the noise is.
- Decide at the lowest competent tier; escalation is a cost, not a control.
- Measure behavior, not intention — what is scored changes, what is declared does not.
- Discretion as a working method: quiet rooms, direct answers, no theater.

Track record

What already exists, in the order it happened.

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- 2022** **Water Riders® founded**
- Master France Distribution of the Manta5 XE-1 (Bike Foil), Bike Surf Nautical Base in Geneva and Nyon (Switzerland) and Gigaro - La Croix-Valmer (France). Five years of a privileged network built piece by piece, now brought to Dubai and the GCC region (Dec 2026).
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- 2023** **Mobula® founded**
- Manta5 XE-1 upgrade and first 100% muscular Bike Foil prototype. Ongoing Bike Foil floating system redesign, adding a rear pontoon to improve stability at take-off, with lines drawn in Italy and inspired by five exceptional supercars (Dec 2026).
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- 2023** **The IDNA Factory (2023-2026, Geneva, Switzerland), continued since July 2026 under APX Vision FZE established in Dubai**
- The vehicle that holds the method and structures the ventures. It is the company behind everything listed in this file.
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- 2024** **Intentional Vision Anchoring published**
- Originally published under the title "Paint Your Dream Life," registered with the Swiss National Library. Your environment shapes you before your intentions do, and social media, news and advertising quietly pull attention away from what you want. Intentional Vision Anchoring turns your physical and digital surroundings into anchors that keep pointing your subconscious at the life you are choosing to create.
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- 2026** **AOMS 6.0™ published**
- Adaptive Organization & Management System 6.0™ — Foundational Edition, published 24 May 2026 and registered with the Swiss National Library. Seven indices, twelve expert-administered assessments, four sectors (public, private, nonprofit, hybrid/fourth-sector), three lifecycle phases (startup, scaling, mature).
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- 2026** **Mobyfly GCC agent appointed**
- Appointed official Business Development Agent for the GCC region, offering this Swiss hydrofoil innovation (transfer boat) to GCC operators and private owners.
- Note: In close contact with Mobyfly since 2023, during their Prototyping Phase, which entered its Production Phase in 2026.
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THE THROUGH-LINE

Each venture began as a question about how something should work, and ended as a structure that runs. The method followed the ventures, not the other way round — and that is the only thread I would claim.

02 Assets Selection & Management

Dubai Trophy Assets Bundle

IN DEPLOYMENT

A curated bundle of rare trophy assets assembled for a single acquisition — the kind of pieces whose availability depends on rarity, location, potential capital evaluation, and exclusive UHNW services. The bundle offers a +100% ROI at exit (early 2032) to its participating co-investors.

share.apx.vision/BB_Trophy_Bundle

03 Nautical & Water Activities

The oldest chapter, and the most delivered. Built since 2022, in use today.

Water Riders®

OPERATING

Nautical apparel and equipment, and the network behind the collections. Since 2022.

water-riders.com

Mobula®

OPERATING

Water mobility and flotation design, including the Mobula® bike foil platform. Since 2023.

water-riders.com/pages/mobula-bike-foil

Mobyfly GCC

OPERATING

Official Business Development Agent for the GCC region — a European flying-boat program opened to Gulf operators and owners.

mobyfly-gcc.boats

WHAT HAS BEEN DELIVERED

This is the chapter with delivered orders. Two commissions, in 2025 and 2026, both for the same private collection in the Gulf. Everything reached its owner through a network built since 2022, not through a distributor.

DELIVERED, 2025

Four bike foils and two eFoil

DELIVERED, 2026

Four chill-out water bikes

AGENCY

Mobyfly GCC — official Business Development Agent

SOURCING

Network-led, from Dubai, since 2022



04 Gastronomy, Tourism & Floating Hospitality

Where the Gulf is going: hospitality with zero footprint, and a table worth travelling for.

Aequora Living® — Dubai IN DEPLOYMENT Floating hospitality with zero footprint and zero emissions. Currently shared with Dubai authorities and a first circle of potential investors. <code>dubai-aequora.luxury</code>	Aequora Living® — Abu Dhabi IN DEPLOYMENT The Abu Dhabi expression of the same platform, in discussion with DCT sections: Investments and Incentives, Eco Tourism, Maritime, and Cruise. <code>abudhabi-aequora.luxury</code>
Aequora Shuttle Services IN DEPLOYMENT Hydrofoil water transfer connecting Abu Dhabi, Dubai, and Ras Al Khaimah, and between shore and waterfront destinations — shared with Dubai's authorities and in discussion with Abu Dhabi DCT. <code>aequora-shuttle.services</code>	Gastronomic Art IN DEPLOYMENT A partnership with Ruba Khoury — born and raised in Dubai, now cooking in Paris, and winner of Top Chef Middle East 2026. <code>gastronomic.art</code>

THE PLATFORM IN BRIEF

Aequora Living® places hospitality on water, engineered for zero footprint and zero emissions. Two markets move in parallel, and Aequora Shuttle Services supplies the mobility layer that makes a floating destination reachable from shore.

DUBAI

Shared with the authorities and a first circle of potential investors

ABU DHABI

In discussion with DCT: Investments & Incentives, Eco Tourism, Maritime, Cruise

SHUTTLE

Hydrofoil water transfer between shore and waterfront destinations

TABLE

Gastronomic Art, Paris, with Ruba Khoury



01 Strategic Consulting & Method

APX Vision FZE OPERATING The Dubai company that powers the method and structures the ventures. apx.vision	AOMS 6.0™ OPERATING The online edition of my method. Seven indices, twelve diagnostics, expert-administered — a facilitated assessment, not a survey. aoms-6-0.wiki
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THE SEVEN INDICES

VMGII™ Vision-Mission-Governance Integrity

DVOI™ Decision Velocity & Ownership

CTNI™ Collaboration & Trust Network

VCII™ Value Creation & Innovation

FRAI™ Financial Reality Alignment

TVEI™ Talent Vitality & Engagement

PAAI™ Process Agility & Adaptiveness

12 diagnostics — 4 sectors × 3 lifecycle phases

05 Impact & Community

International Heroes Circles OPERATING Founded in 2023 and relaunched in 2026. A four-level international circle (Silver, Gold, Platinum, and Elite) to recognize daily heroes and heroines (e.g., investors, entrepreneurs) and accompany members along their journey from Silver to Elite. One sign of belonging and recognition: a unique luxury Swiss watch matching the value of the 3-year membership of each circle level. heroescircles.org	RiseNow Thrive Together OPERATING An NGO launched in 2025 in Geneva, Switzerland, to help the young generation find their unique purpose in order to make a living out of it. The program is being adapted for Dubai and Abu Dhabi.
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AVAILABILITY

WHAT IS OPEN TO DISCUSSION

Selected ventures where a partner adds reach, capital or local execution — Aequora Living® in Dubai and Abu Dhabi, Aequora Shuttle Services, and the Dubai Trophy Assets Bundle.

HOW AN INTRODUCTION REACHES ME

Directly, or through a mutual contact. I reply personally, and I keep conversations quiet.

WHAT I BRING

My personal system architect gift, thirty years of operational leadership, a method that makes a structure visible before it is built, a global network, and the ability to execute from Dubai with international connections.

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Dubai, United Arab Emirates

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