



Invent Future Growth

Reduce uncertainty and understand
how disruption will impact your
future - without the hype



SILICON VALLEY INNOVATION VISIT

OVERVIEW & RESULTS



STRATEGIC OPPORTUNITY

“We are falling behind in the market and not moving fast enough. With all the new technologies available, how do we know what would bring us the most value?”

Companies are reacting to customer expectations that are quickly evolving. The customer experience will be dramatically different in 3 to 5 years, putting pressure product and innovation roadmaps.

There is an opportunity to adopt and adapt technology advancements and innovation to strengthen existing market leadership roles in the marketplace. Influential new technologies exist that can quickly and significantly redefine the customer experience such as AI, 3D printing, sensors, and AR/VR. Developing a 5-yr customer experience storyboard will help to inspire actions today and lead teams to new ways of thinking.

N³ Innovation has Silicon Valley connections to innovative, cutting edge startups, and quickly evolving technologies. We have produced rapid-learning experiences and assessments for consumer products and consumer electronics companies needing competitive and market information to make business decisions, ultimately leading to increased revenues through new business models and new products. Our past experience and networks will be beneficial to the visiting companies.



OVERVIEW OF A 3-DAY VISIT

Meet with accelerators, VCs, and startups in multiple areas for the purposes of confirming, “what you know” and uncovering “what you don’t know, you don’t know”.

- N³ Innovation will prepare a three-day agenda in Silicon Valley based on the strategic business plan that the attendees will provide. The agenda will be arranged to maximize exposure and minimize logistics downtime.
- N³ Innovation will interview each attendee to receive input on areas of known importance as well as assess areas of knowledge and interest.
- Attendees will meet with accelerators, VCs, and startups to learn about relevant new customer experiences and leading edge technologies.
- N³ Innovation will host the attendees, attend all sessions, and allow time to accomplish the first draft of a customer-experience storyboard.





SV VISIT OVERVIEW



- Leadership Team Attending
- 2 Day Visit Focus Companies
- Innovation Strategy, NOW and NEW
- Customer Experience Storyboard
- Winning Leadership Formula
- Proposed Next Steps





LEADERSHIP TEAM ATTENDING



President

Vice President, Innovation

General Counsel, Legal

Vice President, Human Resources

General Manager, Business Unit A

General Manager, Business Unit B

General Manager, Business Unit C

General Manager, Business Unit D

Director, Ecommerce

Director, Communications

Vice President, Finance

Vice President & General Manager, Sales

Vice President, Supply Chain & Operations



Focus Areas

- Strategy
- Customer Experience
- Manufacturing



N³ INNOVATION

DAY 1



DAY 2

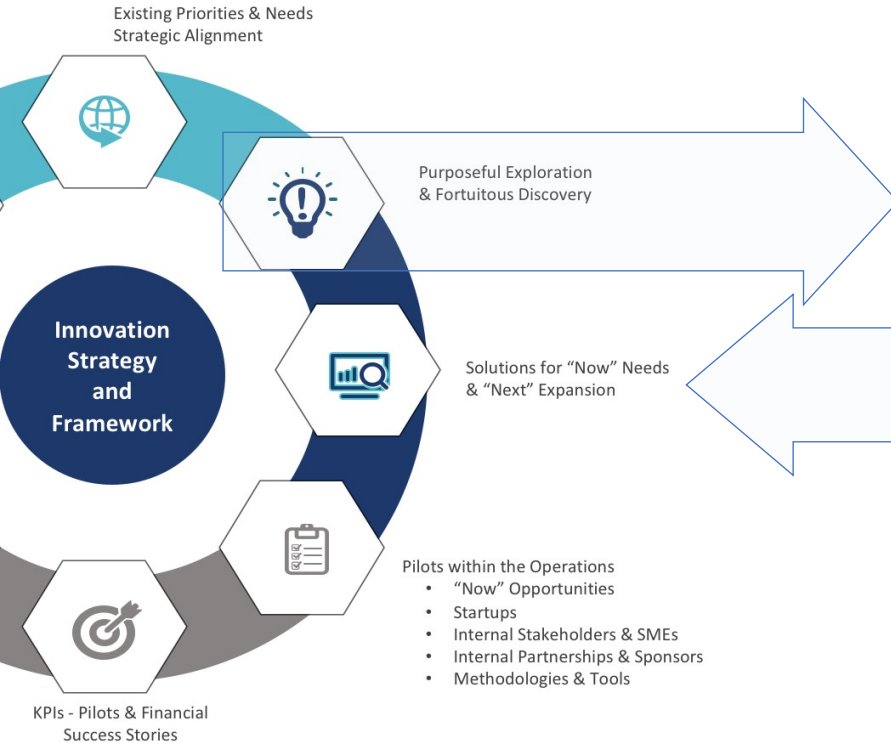


INNOVATION STRATEGIC FRAMEWORK



Example

SOLUTIONS FOR NOW OPPORTUNITIES: < 6 MO



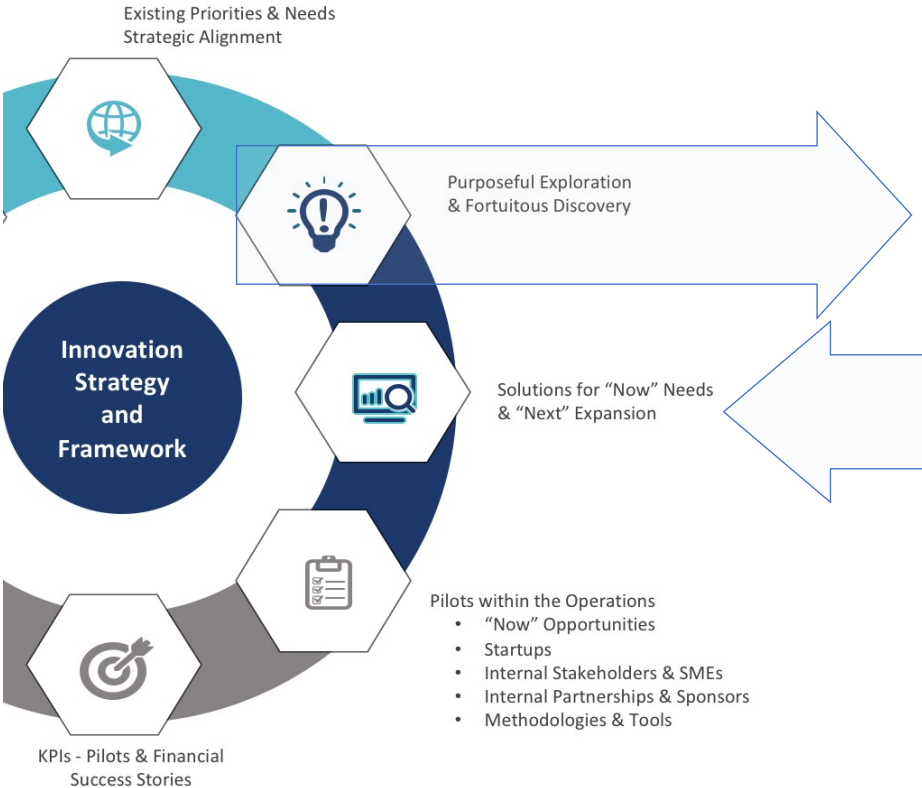
| STRATEGY | NOW |
|--|---|
| Creating Objects of Desire | <ul style="list-style-type: none"> • Create timely, quality consumer feedback loop • More design talent – internal and/or external • Evaluate Sponsorships - Quantifind • MakerSights for concepts and product creation • Peer to peer recommendations |
| Selling Direct at Scale | <ul style="list-style-type: none"> • Latest and best online connection tools, i.e., SmartAssistant • Be very purposeful for conversion |
| How & Where We Manufacture | <ul style="list-style-type: none"> • Great vendors in every business • Great assets and capabilities • Shorten supply chain |
| Creating Exceptional Brand Experiences | <ul style="list-style-type: none"> • Better storytelling • Digital dashboard, i.e., Boomerang • Ice cream bin, i.e., Emotive • Skydio for less expensive content creation |

Red – Startup Oppty



Example

SOLUTIONS FOR NEW OPPORTUNITIES: 6-12 MO



| STRATEGY | NEW |
|----------------------------|---|
| Creating Objects of Desire | <ul style="list-style-type: none">• Consumer sentiment pilot, i.e., Boomerang, Quantifind, MakerSights• Partnering for growth rather than hiring |
| Selling Direct at Scale | <ul style="list-style-type: none">• Boomerang Commerce & others• Packaging - Jabil• "Point of Sale" on the court |
| How & Where We Manufacture | <ul style="list-style-type: none">• Digital printing (adding graphics) - Jabil• Additive manufacturing/digital products |

Red – Startup Oppty

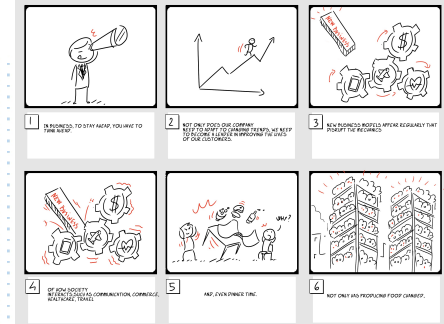


CUSTOMER EXPERIENCE - STORYBOARD

Create a visionary concept of the future for discussion and collaboration for the purpose of creating focus and velocity towards a future state.

Deliverables:

- N³ Innovation will lead a “customer experience storyboard” workshop based on the investigation above and knowledge gleaned from our network, existing insights from the attendees, and in collaboration with the attendees.
- N³ Innovation will lead the development of the storyboard draft and provide guidance while building it collaboratively with the attendees during the Silicon Valley visit.



Contact Us to learn more about Customer Experience Storyboards



info@n3innovation.com



MANUFACTURING OPPORTUNITIES

4 KEY CHALLENGES WE FACE

Specific Client Challenges

JABIL



radius

innovation & development

Potential use cases and challenges for manufacturing

- Unboxing experience for top end products
- Digital printing on uneven / non-flat surface
- 3D prototype printing
- Connected clothing / active compression
- Packaging design
- Stitching automation
- Automated assembly
- Supply chain orchestration / lowest landed cost
- Sustainable packaging
- Composite manufacturing



WINNING LEADERSHIP FORMULA

*Workshop to evaluate market
leading factors in the future.*



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Contact Us to learn more about Winning Leadership Formula



info@n3innovation.com



PROPOSED NEXT STEPS



Capture the Opportunity

Solve business challenges with valuable new solutions from commercial-ready startups

Establish an External Innovation Strategy with help from N³ Innovation

- Set objectives, timelines and KPIs for success
- Establish a budget for pilots and partnerships
- Join an accelerator for continuous exposure
- Source and mobilize startups for specific pilots on high priority “now” opportunities
- Open top level discussions with larger tech partners
- Repeat executive visits Silicon Valley discover the future and what’s possible





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