

100%Open
Huckletree Shoreditch
Alphabeta Building
18 Finsbury Square
London, EC2A 1AH

+44(0) 2038 895 560
100open.com



100%Open Product Sheet

Prepared by 100%Open.

Roland Harwood
Co-Founder & Managing Director
roland@100open.com

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100%OPEN.

100%Open is a multi-award winning global innovation partner for many of the world's largest companies and would be delighted to work with you to foster and enable greater collaborative innovation, both internally and externally.

In this document we have brought together an overview of five of our key services. They are as follows:

1. Online Jam
2. Proposition Development Workshop
3. Co-Creation Crowd
4. Innovation Radar Search
5. Strategic Consultancy

The following pages describes each of these five products in detail and provides an overview of each service in terms of what it is, why you would use it, how it works, what the benefits are, who has used it before, and the associated costs.

The following pages describes each of these five products in detail and provides an overview of each service in terms of what it is, why you would use it, how it works, what the benefits are, who has used it before, and the associated costs.

We are keen to build a partnership with you and would welcome the chance to explore any opportunities to collaborate. Therefore please do get in touch if you have any questions about the contents of this document or would like to arrange a time to meet or speak about how we can best support your current and future innovation challenges.

Thanks and best regards,



Roland Harwood
Managing Director
roland@100open.com

T: +44(0) 2038 895 560
M: +44(0) 7811 761 435



Jogesh Limbani
Programme Director
jogesh@100open.com

T: +44(0) 2038 895 560
M: + 44(0) 7958 526 168

ONLINE JAM.

What is it?

An immersive, interactive and fully facilitated online collaborative workshop with between 10 to 100 people across multiple geographies.

Why would you use it?

When you want to get a distributed group of people together to explore new ideas and learn from each other in real time but can't all be in a room together in the same place (e.g. budget constraints or time zones).

How does it work?

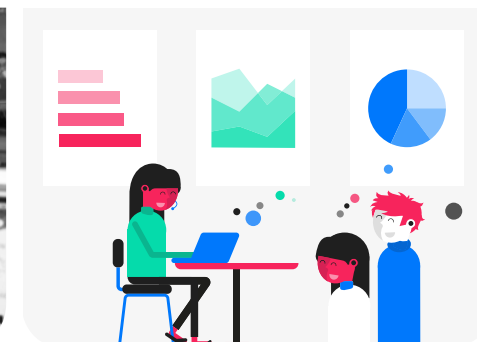
100%Open will design, manage and facilitate the event with you. Delegates click a link at an agreed time and then view content and presentations. We then run regular 'interactions' to request input from everybody independently via webcams, chat boxes and interactive online exercises. The facilitator invites people to explain their responses especially where there are differences of opinion, to build group consensus.

What are the benefits?

Rapid large-scale collection of data from all participants equally and simultaneously. Opportunity to get input and share output with a distributed team without the expenses and hassle of a face-to-face session.

Who else has used it?

Unilever, Fujitsu, UBS.



Online Jam - 2 hours, up to 25 participants

Bronze Silver Gold

| | | | | |
|-----------------|--|---|---|---|
| 1. PLANNING | Project management, meetings, logistics, session design, technical set up, creation of materials, dry run | ✓ | ✓ | ✓ |
| 2. FACILITATION | Delivery of training, Online Jam facilitation (2 Directors + 1 Manager), online platform hosting and technical support | ✓ | ✓ | ✓ |
| 3. REPORTING | Automated interactivity report | ✓ | ✓ | ✓ |
| 4. MORE PEOPLE | Up to 50 participants for Silver and 100 participants for Gold | | ✓ | ✓ |
| 5. MORE TIME | Up to 4 hours total, Online Jam facilitation (+1 Director for Silver and +2 Directors for Gold) | | ✓ | ✓ |
| 6. ANALYSIS | Additional 2 days analysis including more detailed reporting and debrief session | | | ✓ |
| 7. DESIGN | Additional 2 days for session design and/or more detailed reporting | | | ✓ |

10% Additional discount for 3+ Jams within one calendar year

TOTAL:

£13000 £16500 £22000

PROPOSITION DEVELOPMENT WORKSHOP.

What is it?

A highly collaborative and creative workshop to explore new insights and to co-create new propositions together with 20 to 100 colleagues or partners.

Why would you use it?

When you want to explore the opportunities of a new trend and how you can best respond to it, or when you want to explore how best to collaborate with another partner organisation.

How does it work?

100%Open will design, run and facilitate the event with you. We will co-create the agenda to explore new opportunities, collectively select the best opportunities, and then rapidly prototype new propositions together. We use proven creative and innovative tools, behaviours and techniques via a mixture of whole group, sub-group and pair-wise exercises. Our designers are on hand to visualise throughout.

What are the benefits?

An intense burst of agile and collective creativity. We ensure that everybody contributes equally and carefully manage the energy and enthusiasm of the whole group.

Who else has used it?

P&G, Nissan, BBC.



| Workshop Design & Facilitation - 1 day, 20 - 60 participants | | Bronze | Silver | Gold | |
|---|---|--------|--------|--------|--------|
| 1. PLANNING | Project management, meetings, logistics, session/agenda design, creation of workshop and support materials | ✓ | ✓ | ✓ | |
| 2. FACILITATION | Workshop facilitation (2 Directors + 1 Manager) & event management, live design support included in Silver and Gold | ✓ | ✓ | ✓ | |
| 3. REPORTING | Output report and visualisation, debrief meeting | ✓ | ✓ | ✓ | |
| | | | | | |
| 4. MORE PEOPLE | 60-80 participants for Silver and 80-100 participants for Gold | | ✓ | ✓ | |
| 5. MORE TIME | Up to 1.5 days for Silver and 2 days for Gold, Workshop facilitation (+1 Director for Silver and +2 Directors for Gold) | | ✓ | ✓ | |
| 6. ANALYSIS | Additional 2 days analysis including more detailed reporting and debrief session | | | ✓ | |
| 7. DESIGN | Additional 2 days for session design and/or more detailed reporting | | | ✓ | |
| 10% Additional discount for 3+ Workshops within one calendar year | | TOTAL: | £13000 | £16500 | £22000 |

CO-CREATION CROWDS.

What is it?

A global collaborative online community with 100 to 1000s of people e.g. employees, customers or even suppliers.

Why would you use it?

To identify new insights and to co-create and test new ideas for products and to build early brand ambassadors. To co-create with your partners and to demonstrate you care about collaborating with them.

How does it work?

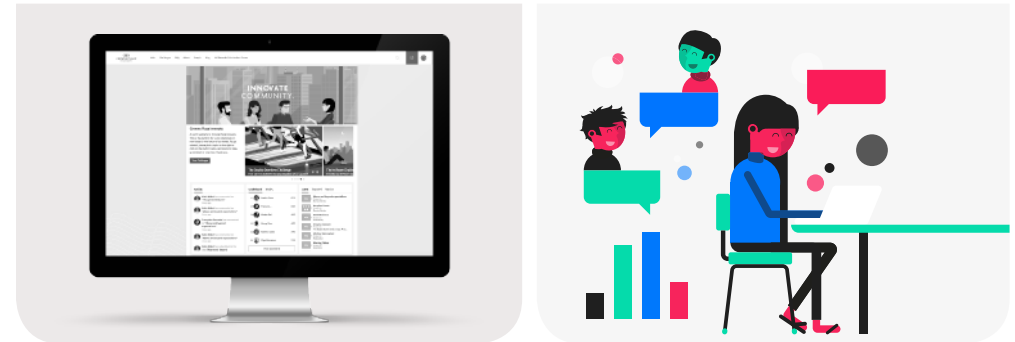
100%Open will design, manage and facilitate the online community for you. We will help source the right technology platform, design the challenge process, create the right incentives, recruit the right audience, manage and moderate the community and analyse the outputs to develop new co-created and pre-tested propositions.

What are the benefits?

Access to a wide range of new ideas and insights and a proven methodology to combine, iterate and select the best into new prototype propositions with a cohort of brand ambassadors.

Who else has used it?

Intercontinental Hotels Group, LEGO, Ford.



Online community to collaboratively develop new product and service ideas

Bronze Silver Gold

1. PLANNING

Project management, meetings, logistics, strategic positioning, process design, training, 3 month challenge

✓ ✓ ✓

2. PLATFORM

Procure, design and customise platform, technical set up and technical support

✓ ✓ ✓

3. CHALLENGE DESIGN

Detailed challenge definition, copywriting, branding and visual identity, marketing and comms support

✓ ✓ ✓

4. MODERATION

6 weeks live challenge, moderation, comms, reporting, technical support, 250 users Bronze, 500 Silver, 1000 Gold

✓ ✓ ✓

5. SOCIAL LISTENING

Global search of social media insights from 10,000 comments in 1 language, theming, analysis & reporting

✓ ✓

6. CONCEPT DEVELOPMENT

10 concept visualisations based on the top rated/selected ideas, plus recommendations for next steps

✓

10% Additional discount for 3+ Crowds within one calendar year

TOTAL:

£33000 £44000 £55000

INNOVATION RADAR SEARCH.

What is it?

A global targeted search for innovative high growth potential companies and experts in response to your innovation needs.

Why would you use it?

To find and access the best talent, technologies and people from anywhere in the world building on an existing database of 250,000+ high growth companies and a unique company discovery engine to uncover new unknown partners.

How does it work?

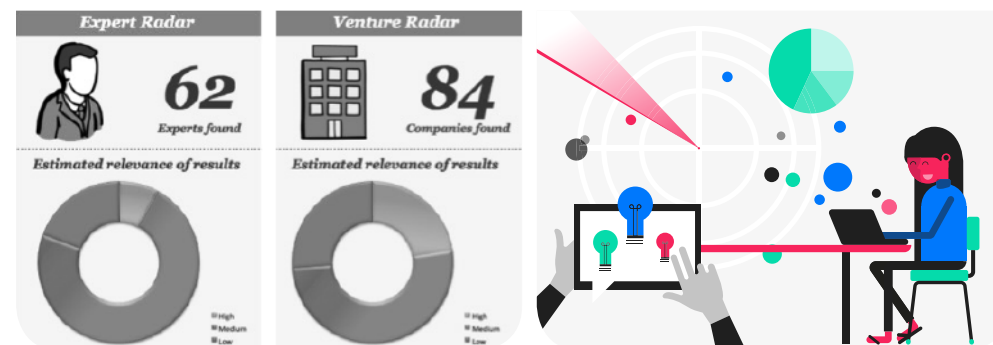
We work with you to understand your specific innovation needs and capture keywords and search phrases. We then input them into our database and company discovery engine to identify and rank potential candidates, and provide full details including contact details within 3 weeks.

What are the benefits?

To access the best ideas, technology and people anywhere in the world. Validation of your current contacts relevant to an area. A prioritised and searchable database with detailed description and full contact details of potential innovation partners relevant to your innovation needs.

Who else has used it?

E.ON, Haier, Reckitt Benckiser.



| Global search of 250,000+ companies, to find up to 300 candidates | | 1 - 4 | 5 - 9 | 10+ |
|---|--|--------|--------|--------|
| 1. SEARCH | Strategy setting, scoping and definition of search parameters, full radar search, delivery of results database | £8000 | £7000 | £6000 |
| 2. FILTER | Define and agree criteria, detailed filtering and scoring of results database, delivery of enhanced database | £8000 | £7000 | £6000 |
| 3. VETTING | Detailed desk vetting of prospective candidates, up to 20 interviews, delivery of report with recommendations | £8000 | £7000 | £6000 |
| 4. AIRLOCK | 10 candidate solutions, proposition design, business modelling, mentoring, pitch preparation, IP development | £25000 | £22000 | £20000 |
| 5. PITCH | 1 day live pitch event in front of key decision makers, event design, judging criteria, facilitation, feedback reporting | £10000 | £8000 | £6000 |

Bands above (eg. 1 - 4, 5 - 9, 10+) refer to number of searches commissioned within one calendar year. Costings refer to each stage selected. Stages can be linked together up to a 5 stage service.

STRATEGIC CONSULTANCY.

What is it?

Expert thinking and training around open innovation based on 10+ years experience of designing and running programmes for 100+ multinational companies.

Why would you use it?

When you are looking for informed input and an alternative perspective on how best to approach or implement open innovation within your organisation and clear expert advice about how best to proceed.

How does it work?

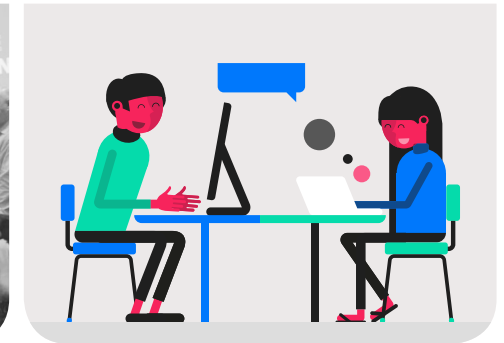
A bespoke service based around 1-2-1 coaching and interviews, facilitated strategic workshops and events, desk based research and analysis, together with a combination of relevant tools and services as required e.g. social listening (to analyse social media data around a topic) and innovation radar (to find potential new innovation partners).

What are the benefits?

Practical thinking and advice. Draw upon our extensive experience to accelerate the ability to get started and make the right decision, using a combination of rigorous analytical approach with creative design thinking.

Who else has used it?

P&G, UBS, BAE Systems.



| Strategic Consultancy, Programme Development & Training | | 1 - 4 | 5 - 9 | 10+ |
|---|--|-------|-------|-------|
| 1. COORDINATOR | Responsible for specific tasks but contributes across assignments, supports on client engagement, min 1 yrs exp. | £500 | £450 | £400 |
| 2. MANAGER | Responsible for specific tasks but contributes across assignments, supports on client engagement, min 3 yrs exp. | £700 | £600 | £500 |
| 3. SENIOR MANAGER | Project, budget and stakeholder management, involved in every stage, ensures high quality delivery, min 5 yrs exp. | £1000 | £850 | £700 |
| 4. DIRECTOR | Specialist, develops project strategy and delivers core elements, advises clients on key issues, min 7 yrs exp. | £1300 | £1150 | £1000 |
| 5. PARTNER | Co-Founder, defines strategic agenda, leadership and management, overall project accountability, min 10 yrs exp. | £1800 | £1600 | £1400 |

Bands (eg. 1 - 4, 5 - 9, 10+) above refer to number of delivery days per assignment.

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