

Response to Design & Innovation Services

RFP

2 May 2016

EXECUTIVE SUMMARY



lorem ipsum

About SapiientNitro



We are a **new breed of agency** redefining storytelling for an always-on world.

We work with our clients to break boundaries where **Technology and Story** meet.



14,000
Passionate People

36
Offices Globally
Connected

20
Years of Customer
Innovation



COMPANY

AND WE'RE PROUD OF OUR CLIENTS



– BLURRY TEXT - RECREATE

- Brand Strategy
- Experience Strategy
- Customer Platform Strategy
- Business Strategy
- Marketing Mix Modeling
- Research, Insights, and Data Science

- Omnichannel Experience Design
- Immersive Digital Environments & Events
- Mobile, Retail, and Emerging Experiences



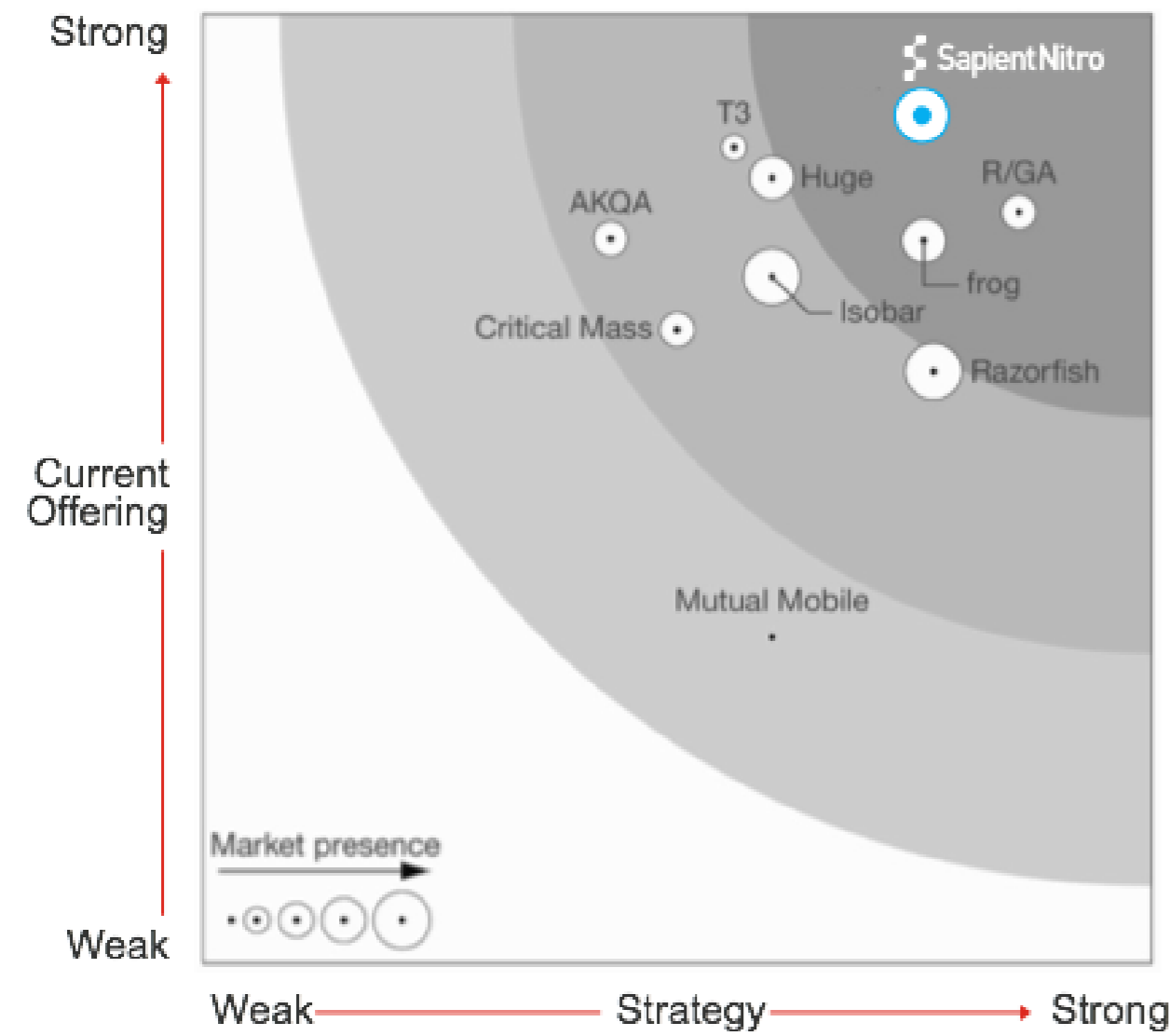
- Creative Development
- Brand Planning
- Brand Communications
- Media and Connections Planning
- Branded Content
- Digital, Mobile and Social Marketing
- Loyalty & Direct Response Marketing

- OmniChannel Commerce Platforms
- Content Delivery & Monetization Platforms
- Consumer Intelligence and Personalization Platforms (CRM)
- Marketing Enablement Platforms
- Digital Content Production & Management

WE RECEIVED SOME COMPELLING ACCOLADES

INNOVATION

Figure 1 Forrester Wave™: Best in Class Agency



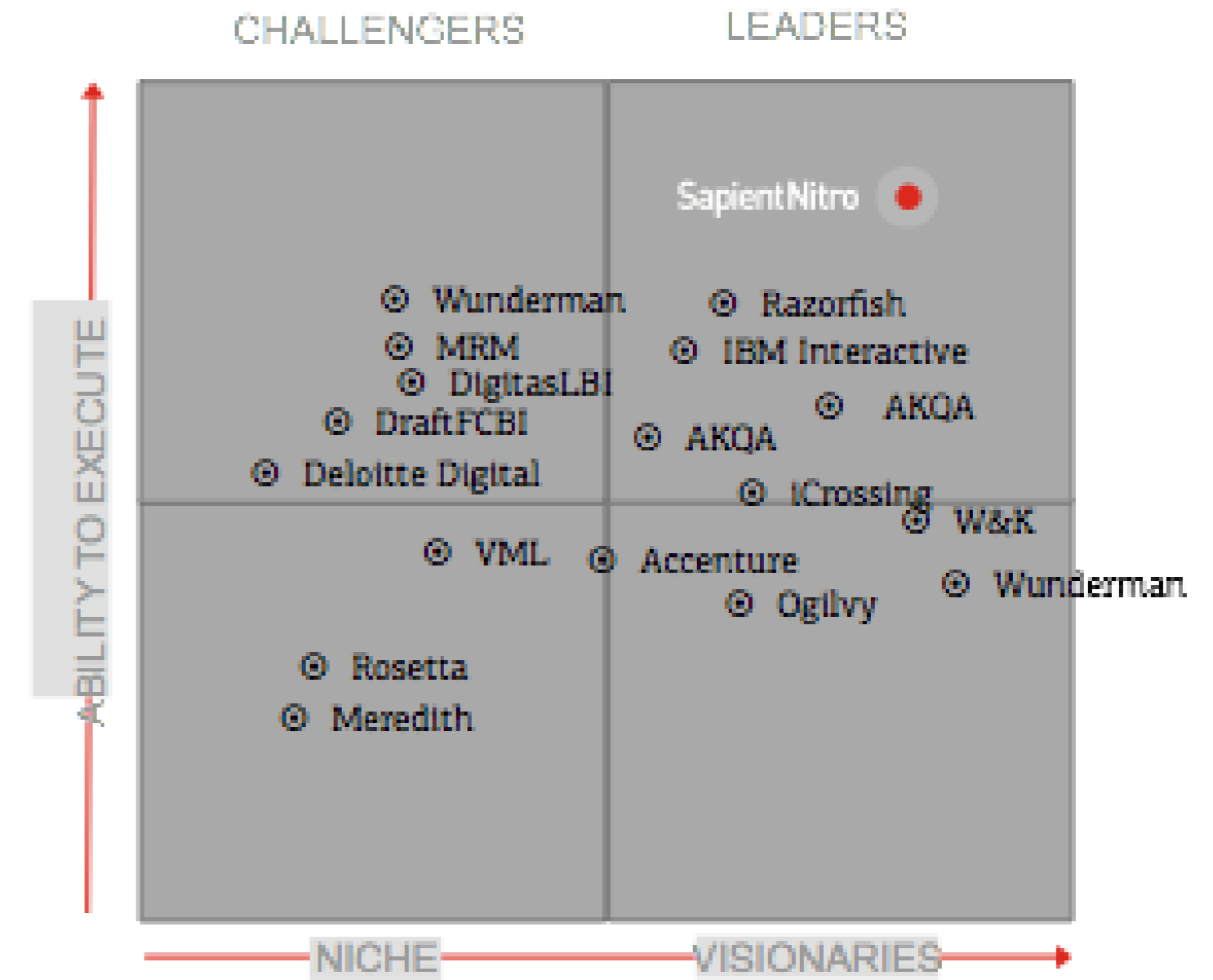
MOBILE

Figure 2 Forrester Wave™: US Digital Agencies Mobile Marketing Strategy and Execution



DIGITAL MARKETING

Gartner Magic Quadrant: Digital Marketing Agencies



Our Work

Operation: Kauthaus

The Hunt

Develop a robust picture of daily living patterns within a specific elderly person's home, in order to identify changes in behavior, or changes in bodily condition, which may suggest an emerging health problem.

Our Approach

Kauth House is a study of an individual with chronic obstructive pulmonary disease (copd), and a pilot for the study of elderly in homes more generally. We are establishing processes, protocols, and training materials for broader community of study, and also establishing benchmarks for understanding this individual with COPD. first establish a

baseline to measure against. By establishing a "normal" set of behaviors and conditions, we will recognize abnormal conditions which may signify a downturn in health.

In order to identify changes in behavior or bodily condition, we must

Activities of Daily Living, Instrumental Activities of Daily Living, and Critical Health

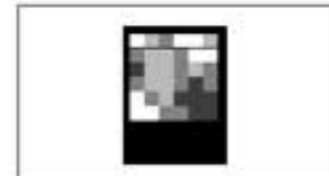
ADLs	IADLs	Finances
Bathing	Telephoning	Signifiers
Dressing	Shopping	Weight gain
Toileting	Food Preparation	Sleep habits
Transferring	Housekeeping	Well-being (emotional)
Continence	Laundry	Well-being (physical)
Feeding	Mode of Transportation	Well-being (mental)
	Medication	



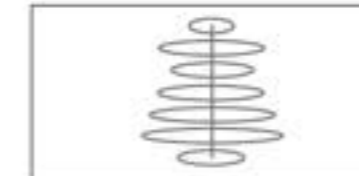
Kinect
Tracks 3D body position and movement of multiple people



Light Diodes
Measures ambient light level



Grid Eye
Creates live heat map of environment in range



Sound
Records amplitude (0-1023) of sound at 7 frequencies



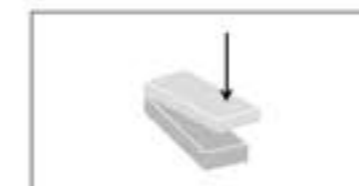
Accelerometer
Logs acceleration in 3 dimensions relative to gravity



Temperature + Pressure
Measures temperature and barometric pressure



Humidity
Measures the relative humidity level



Weight
Load cells measure change in applied pressure

Our Approach

WHAT IS INNOVATION?

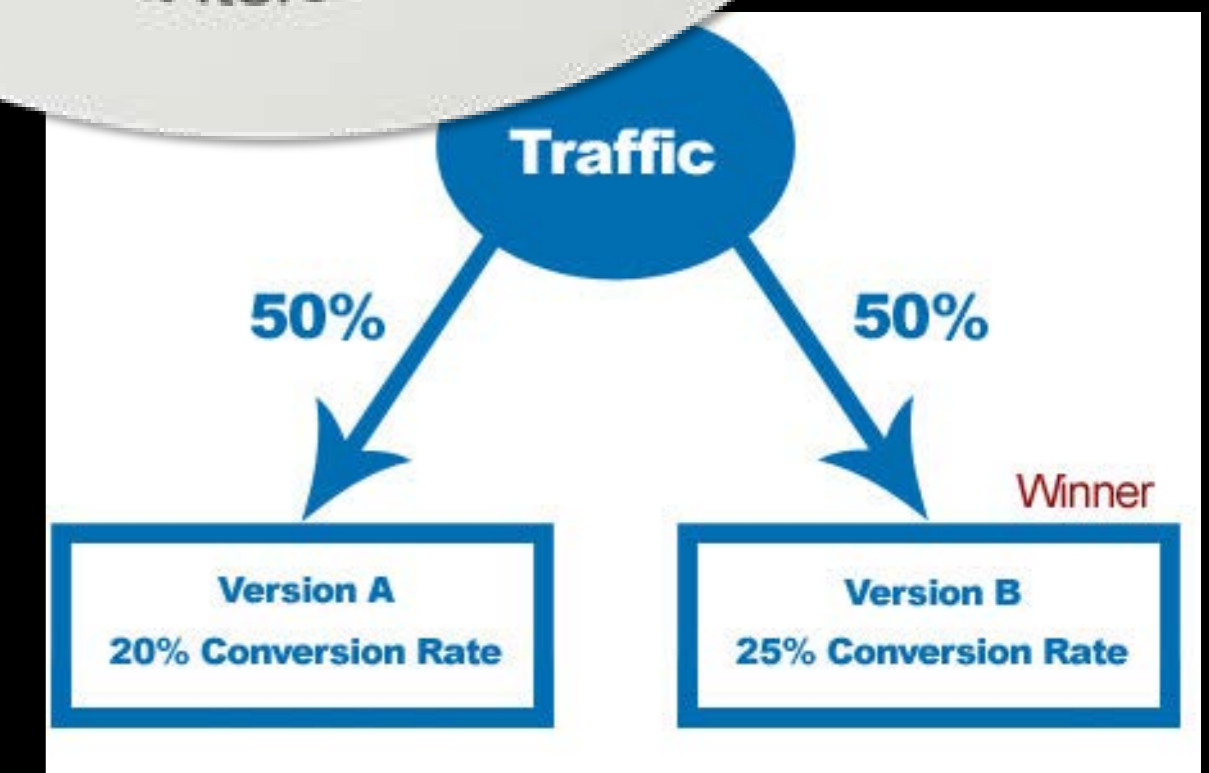
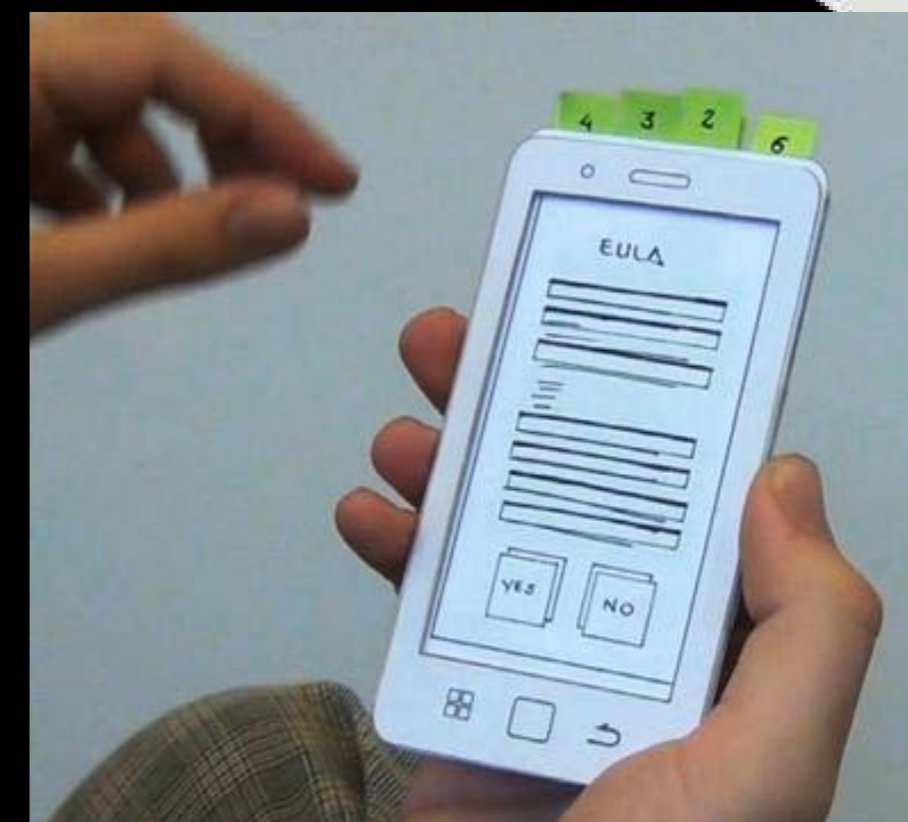
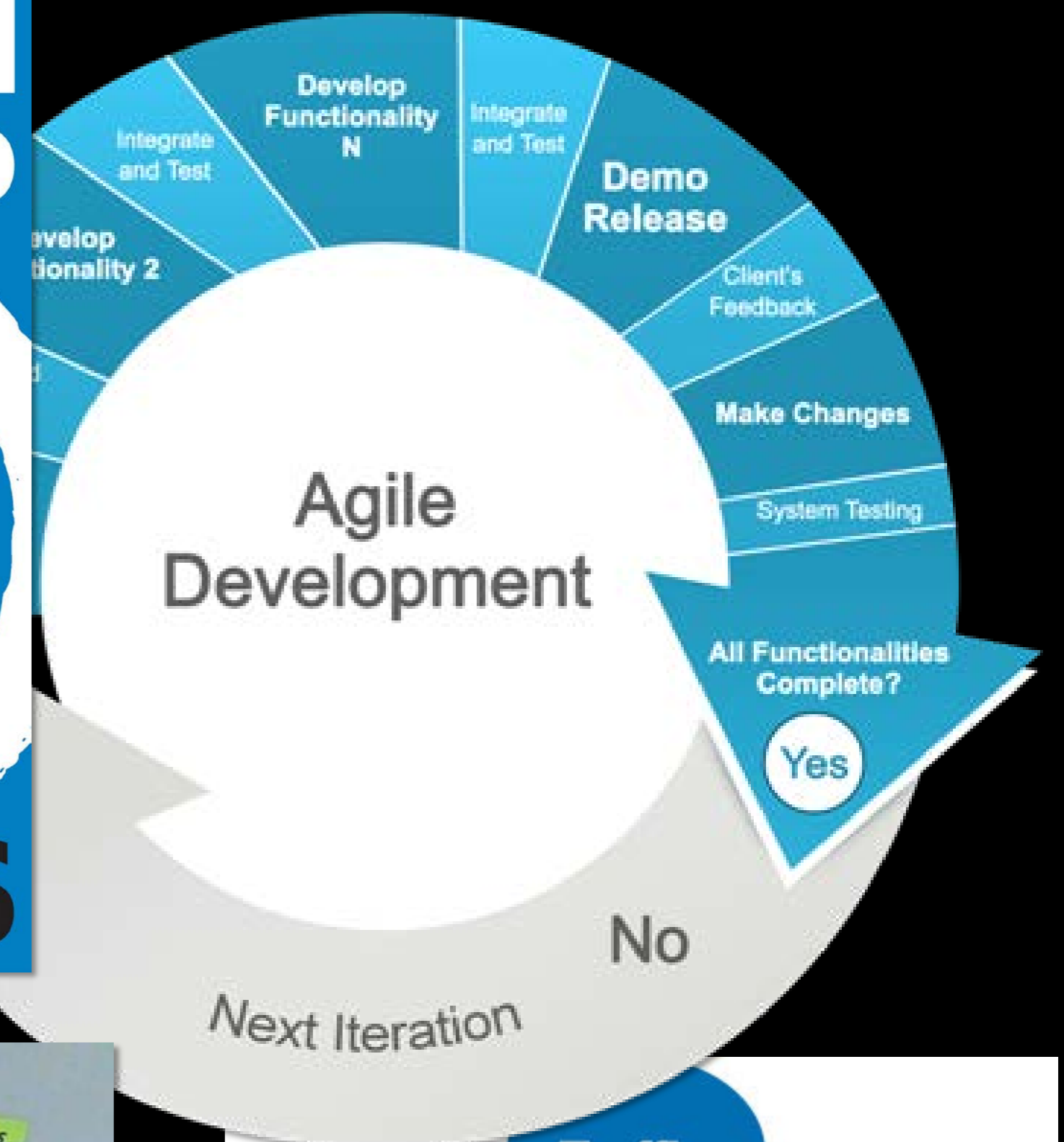
Creative value for people through *new or improved services and products* (or creating platforms for doing it systematically).

THE ERA OF CONTINUOUS INNOVATION

We've entered an era that forces companies to shift their priorities and activities faster than ever before, presenting challenges:

- How to manage risk?
- How to drive scale?
- How to optimize the business?
- How to identify the next big bet?

The collapse of planning and implementation has led to innovations in **how to approach innovation.**

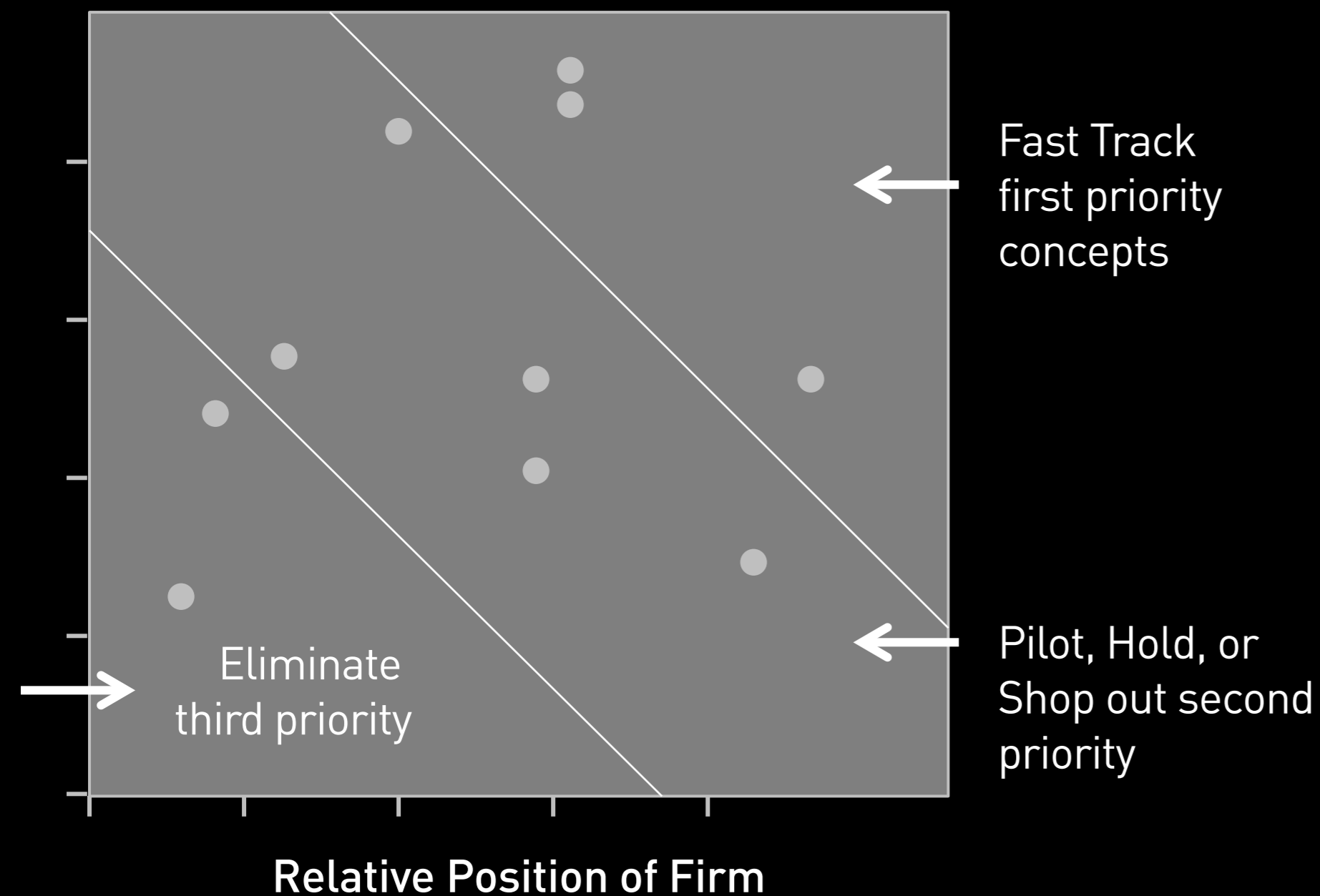


A PERSPECTIVE

Different problems or
opportunities
require different approaches

And **forces us** to complement priority with approach

PRIORITY PORTFOLIO



APPROACH PORTFOLIO



Few high-potential opportunities which have high ROI potential but little chance of successfully being developed within current organization

Many moderate potential concepts which could be quickly piloted in a lab or in the main business to determine value to the organization.

Constant analytics-driven optimization combined with a few high-potential platform level programs which have clear ROI potential or are strategically essential.

We consider portfolios of both.

Different business units may have different profiles

CORPORATE PORTFOLIO

Spun out as Lean Startup
Developed in labs or pilots
Fully-funded as a split-test, evolution or platform program

AN INNOVATION UNIT

Spun out as Lean Startup
Developed in labs or pilots
Fully-funded as a split-test, evolution or platform program

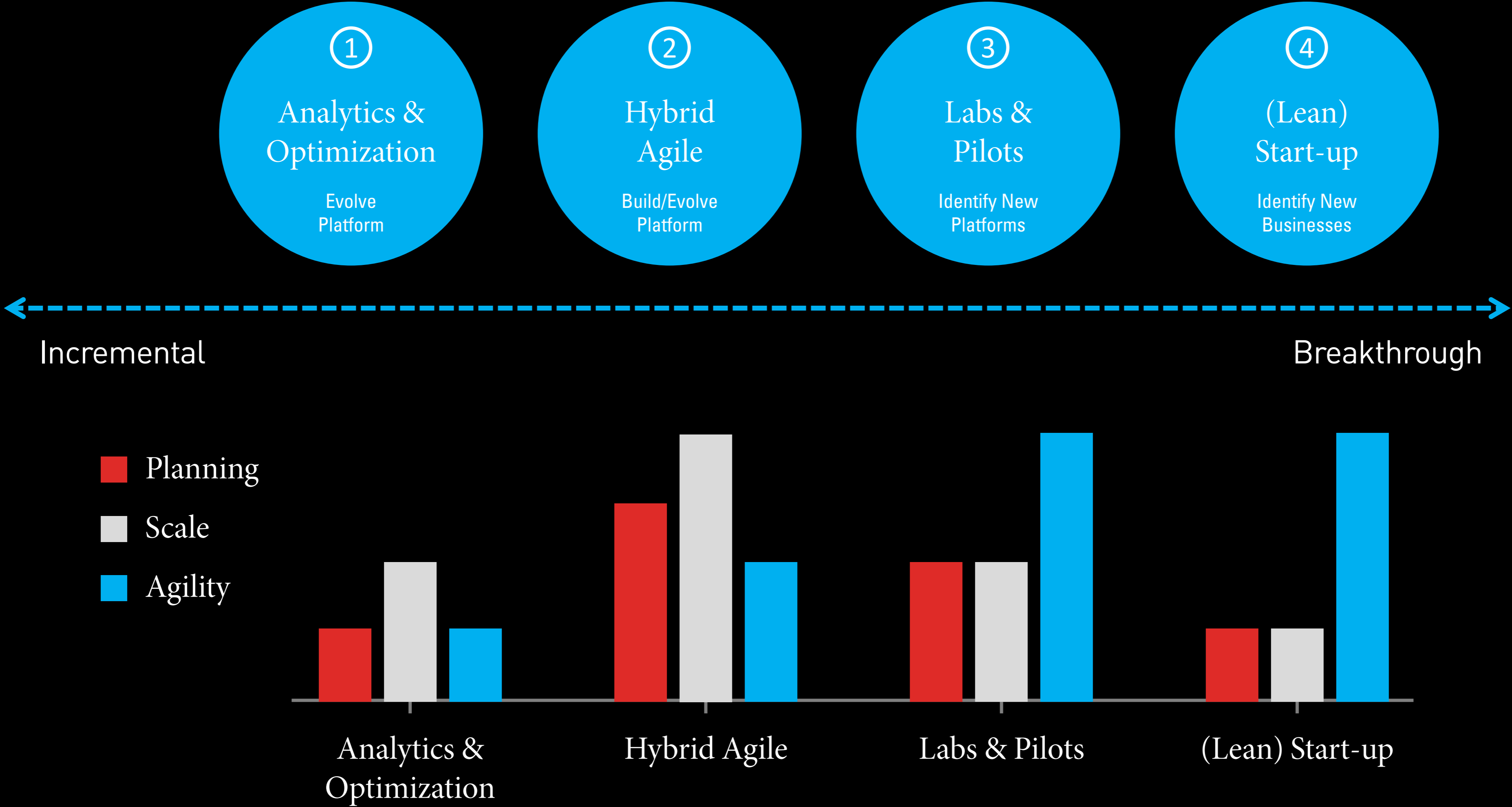
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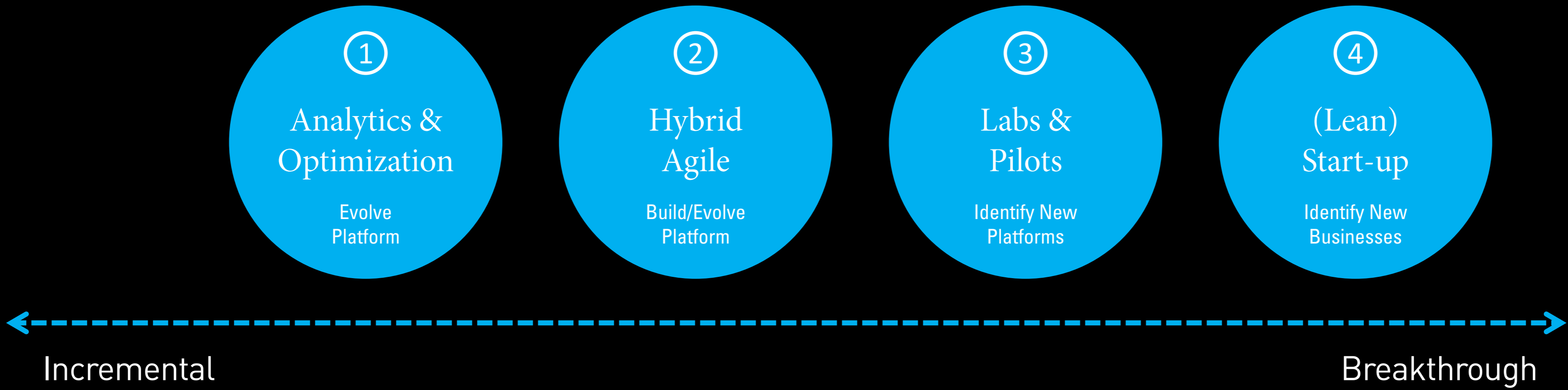
Constant analytics-driven optimization combined with a few high-potential platform level programs which have clear ROI potential or are strategically essential.

And profiles can assume varied willingness of risk

Different approaches offer different attributes



SapientNitroSM works across these approaches



Labs and pilots can help identify what's "next"



INNOVATION LAB MODELS

We partner with clients in multiple lab approaches dependent on opportunity and client intent:

- Designed/Incubated
- Sustained
- Shared

- Changed wording of first
to make better sense and fit

Designed / Incubated Innovation Labs

- We work with clients in the design of their innovation labs, offering a valuable outside perspective during inception.
- This includes recommendations on people, process, infrastructure and overall intent
- Following design, we can offer an accelerator in the form of staff on secondment for an incubation period



Sustained Innovation Labs



- We can also partner with clients in a sustained fashion, offering the best of internal and external perspectives
- Split resourcing between clients and SapienNitro enables deep subject matter expertise to be complemented with process, research, design, technology & cross-industry help



Shared Innovation Labs



- For those clients not ready to invest in a lab primarily focused on their own businesses, we also offer the ability to buy “shares” in our frontier lab-like services
- Individuals running the shared program are complimented by spike teams aligned to specific hunts or opportunities

An MD Anderson Innovation Center: Cutting Cubes out of Fog

PARTNER WITH SapientNitroSM

Create an “Innovation Center” that enables a client to explore next generation healthcare experience ideas and concepts in an innovative, unconstrained environment, featuring:

- A dedicated, jointly-staffed, co-located team
- A high impact approach to drive innovation
- Ensure that the structure acts as a vehicle to support client thought leadership needs during times of change, demand/supply imbalance and resource challenges
- Development of emerging concepts & technologies into tangible patient experiences that support the MD Anderson mission, to be integrated into their core
- Fully leveraging SN global experience, talent pool & intellectual property

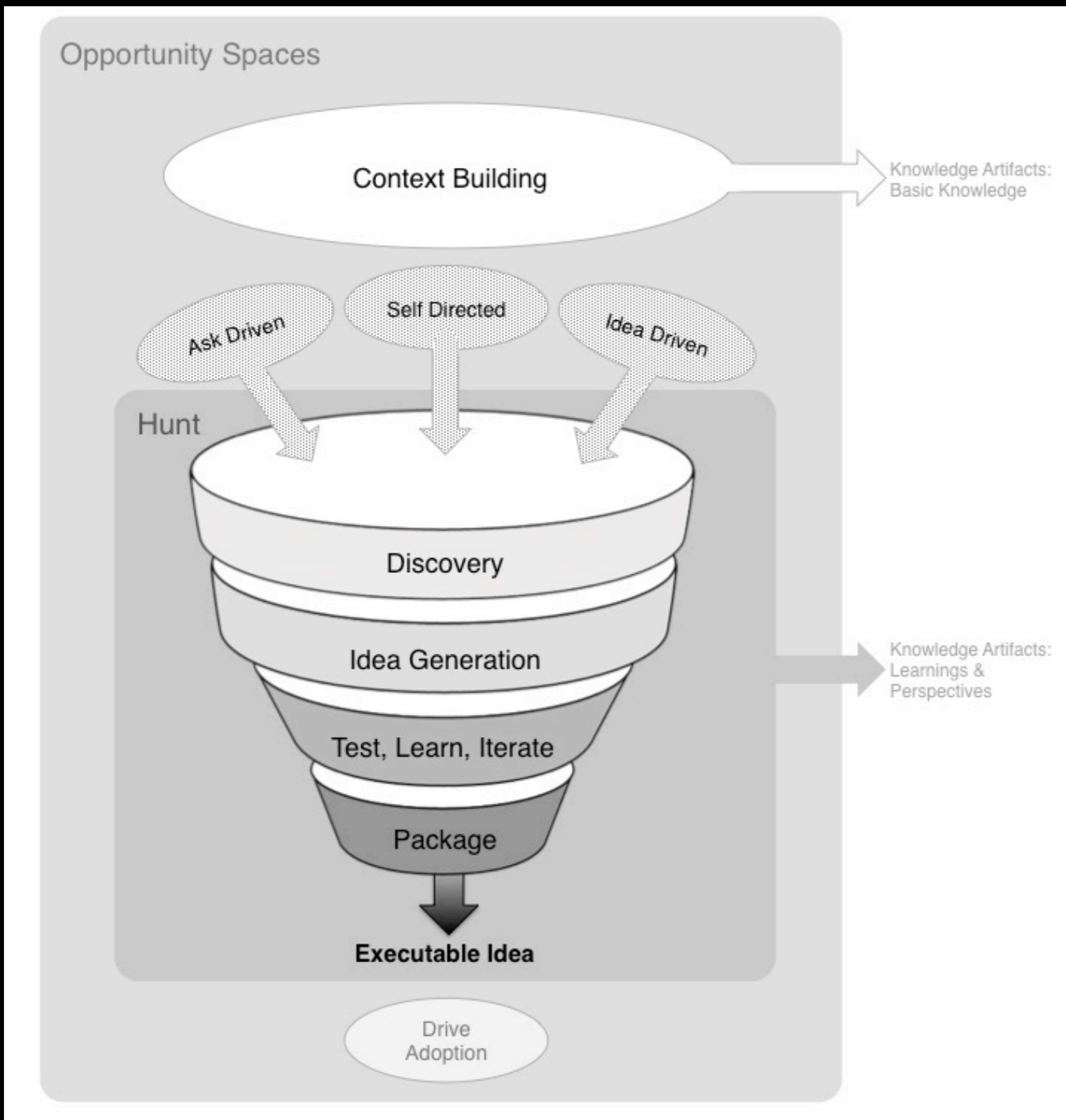
Client Innovation Center Objectives

The Client Innovation Center could have a variety of objectives, here are three:

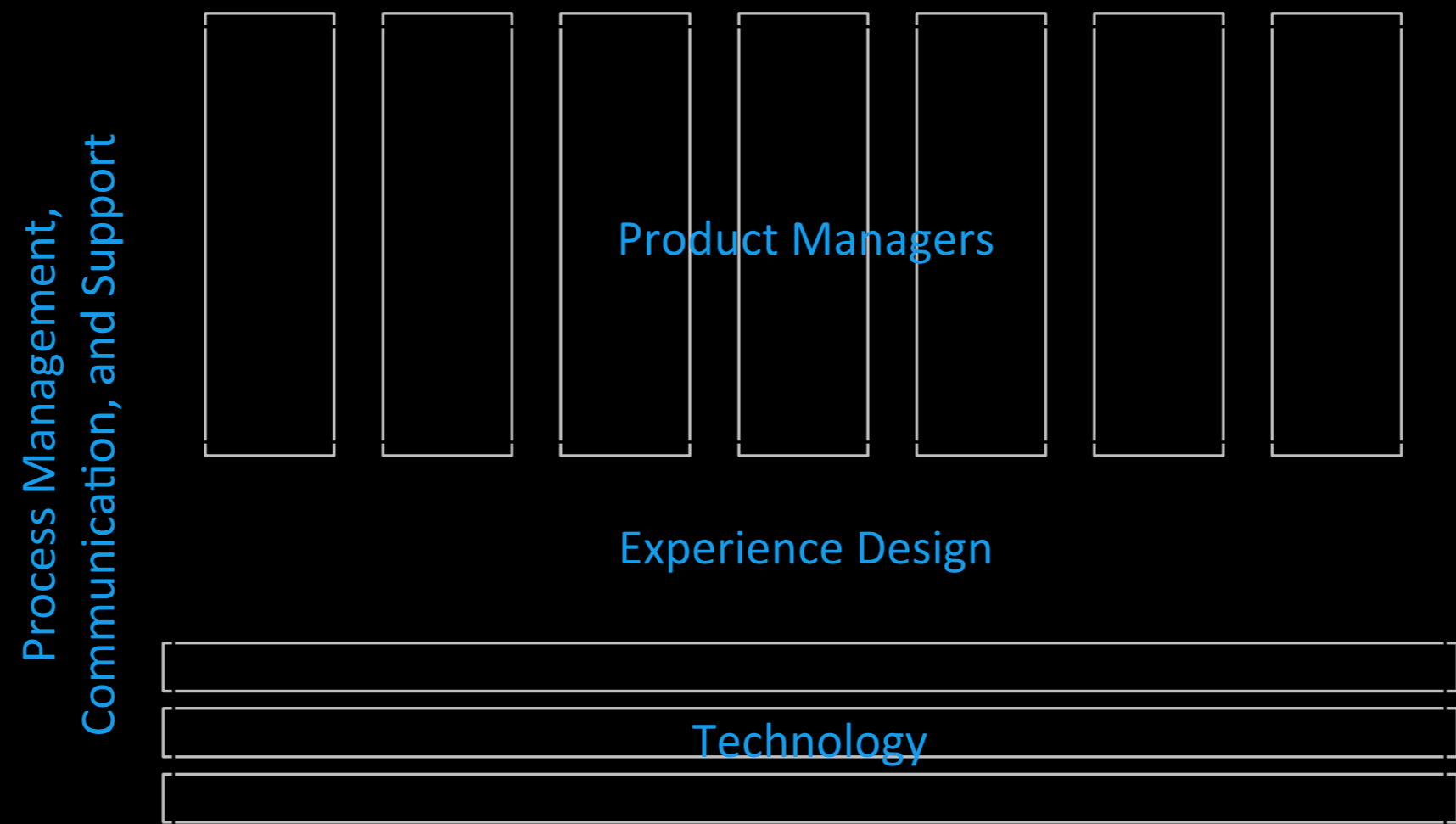
- **Identify opportunity spaces critical to their future** – leverage an interdisciplinary team to define and manage a set of opportunity areas in healthcare and cancer treatment, value chain and adjacencies
- **Identify what’s “next” for the business to bring to scale** – leverage a hunts-based approach to research and prototyping to prove out value for the core business
- **Identify Startups for Partnership and Investment** – leverage TMC|X and the VC community to explore early-stage startup opportunities

Leveraging a successful model

Process

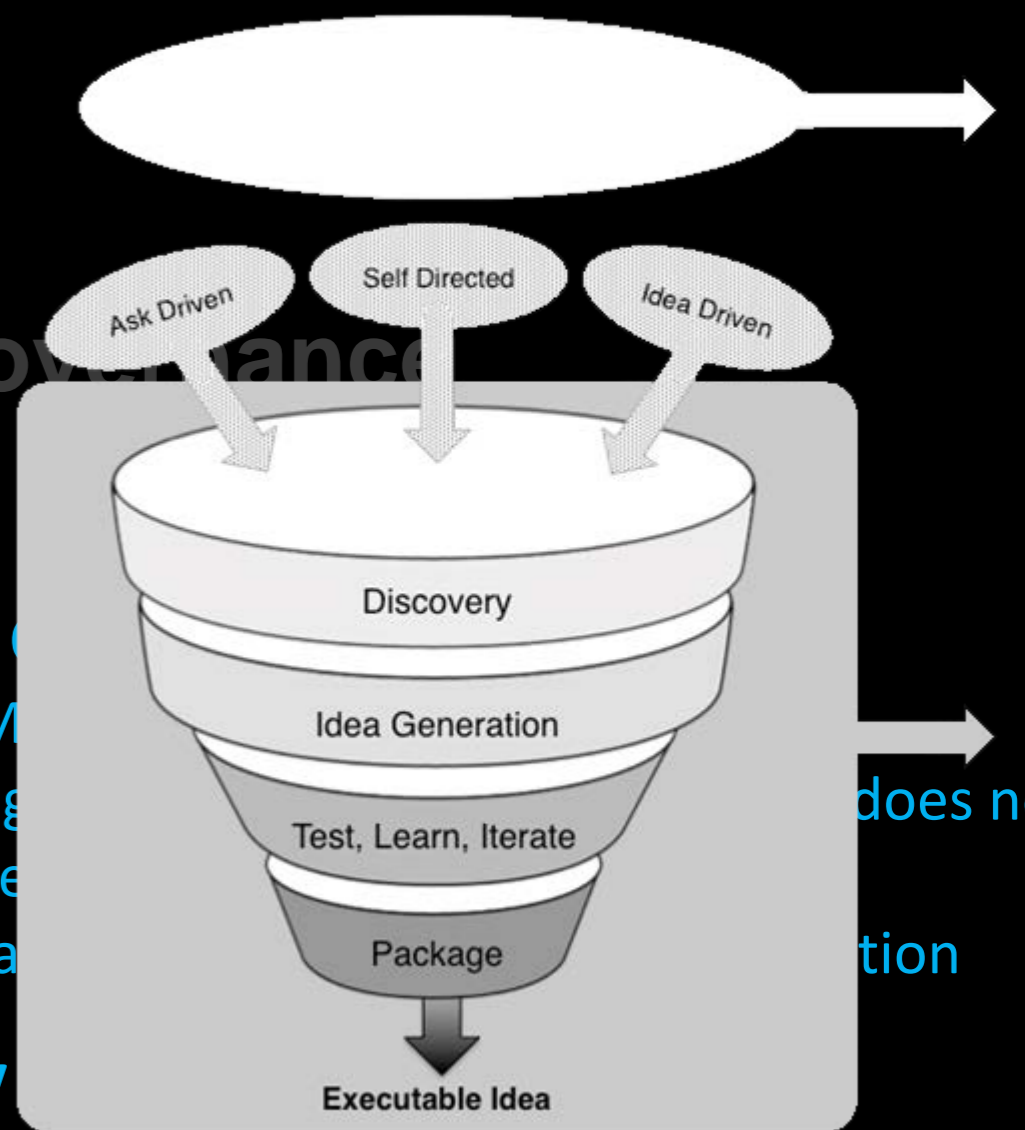


Structure



Process Management, Communication, and Support

Governance



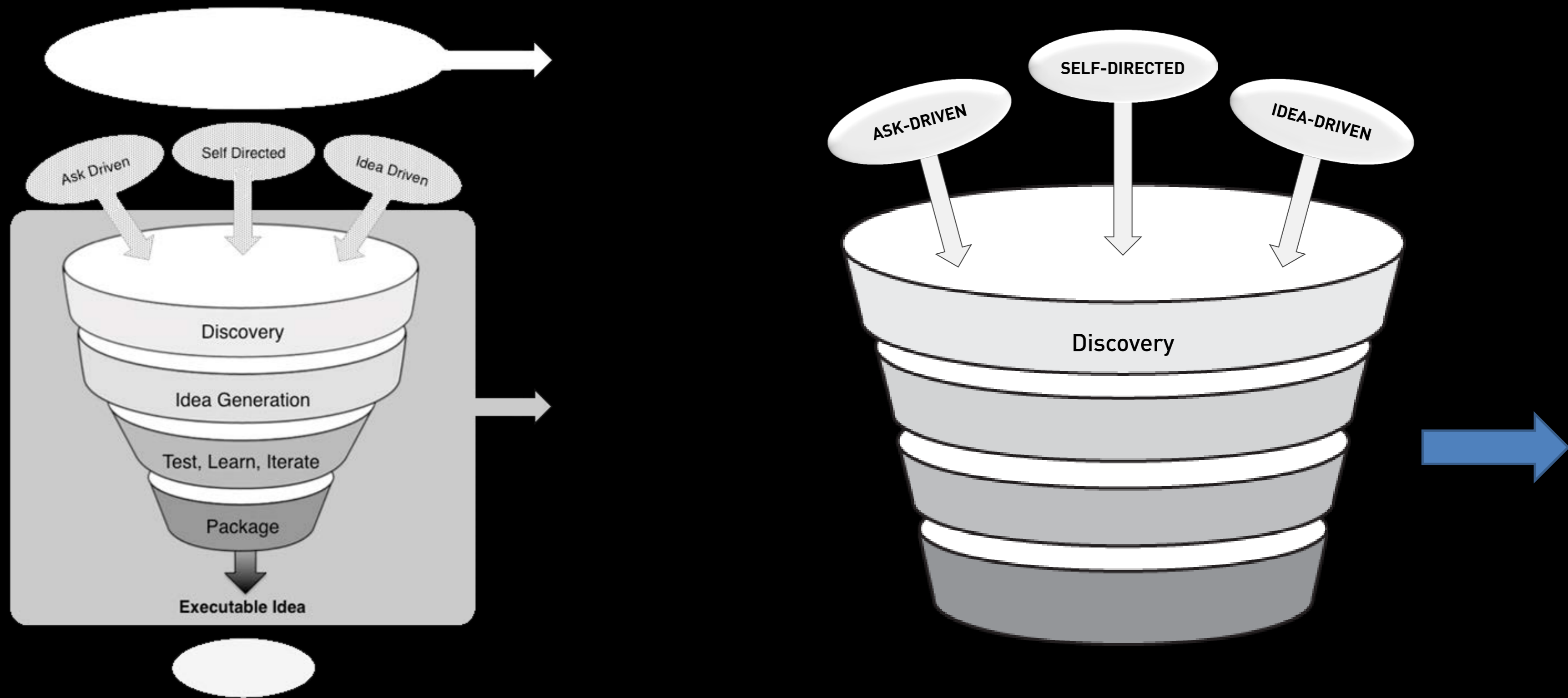
Steering

- Joint M
- Sers high provide
- Interna

Advisory

- Senior SMEs primarily from SN
- Provides inputs and connectivity to broader SN expertise, insight into client/market trends, and internal investments

These elements can work together to help identify a client's next core healthcare platforms.



The definition of opportunity spaces helps make innovation efforts more effective

CONCEPTS

Digital Augmentation Of Physical Worlds	Virtual Reality	Inspiration & Discovery
Participatory Economy	Internet of Things	Alternative Distribution
Advanced Analytics / Insights	Real-time Experience Optimization	Customizable Products / Services

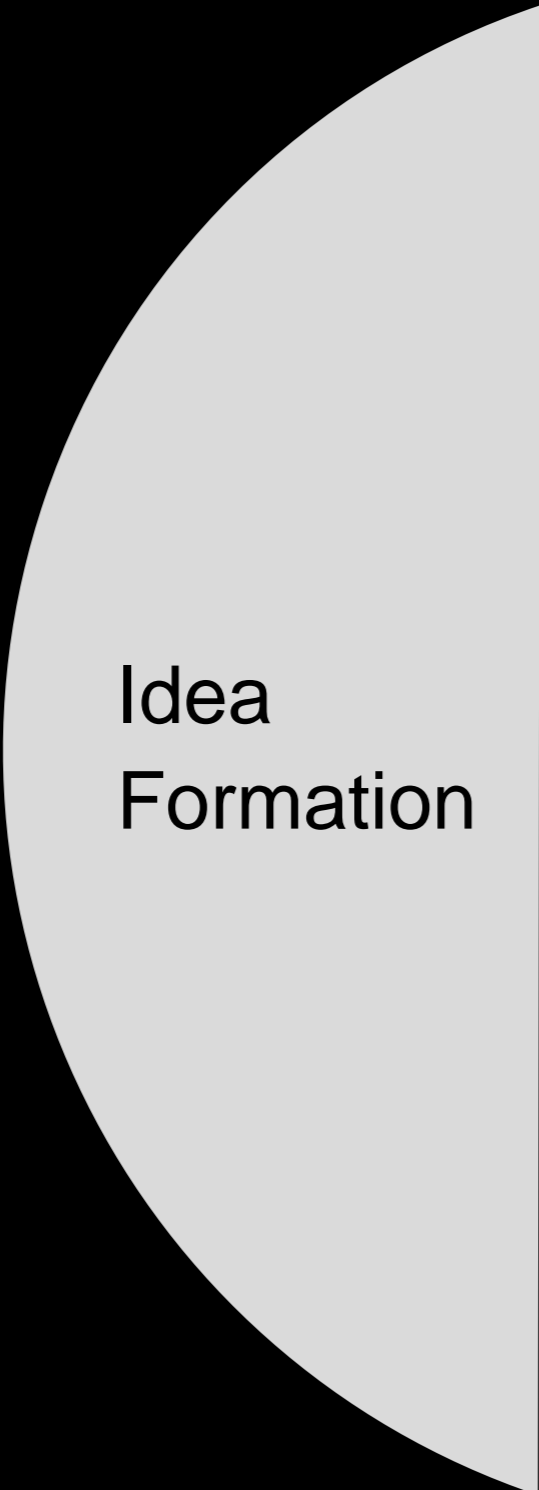
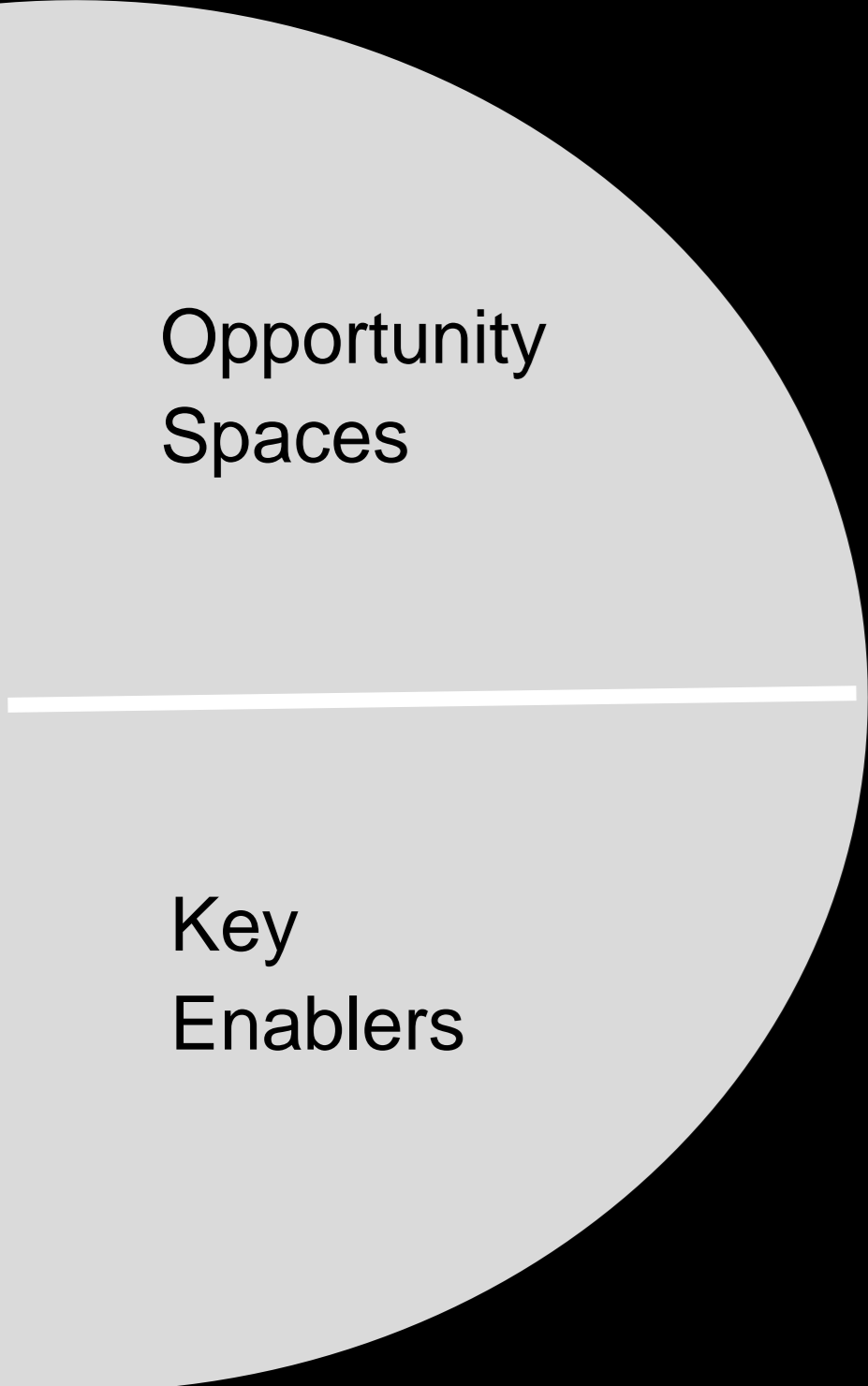
ENABLERS

Multi-Sensory Recognition	Machine Learning	Robotics
Sensors	Non-Conventional Interfaces	Cognitive Science
Wearable Computing	3D Printing	Location Detection

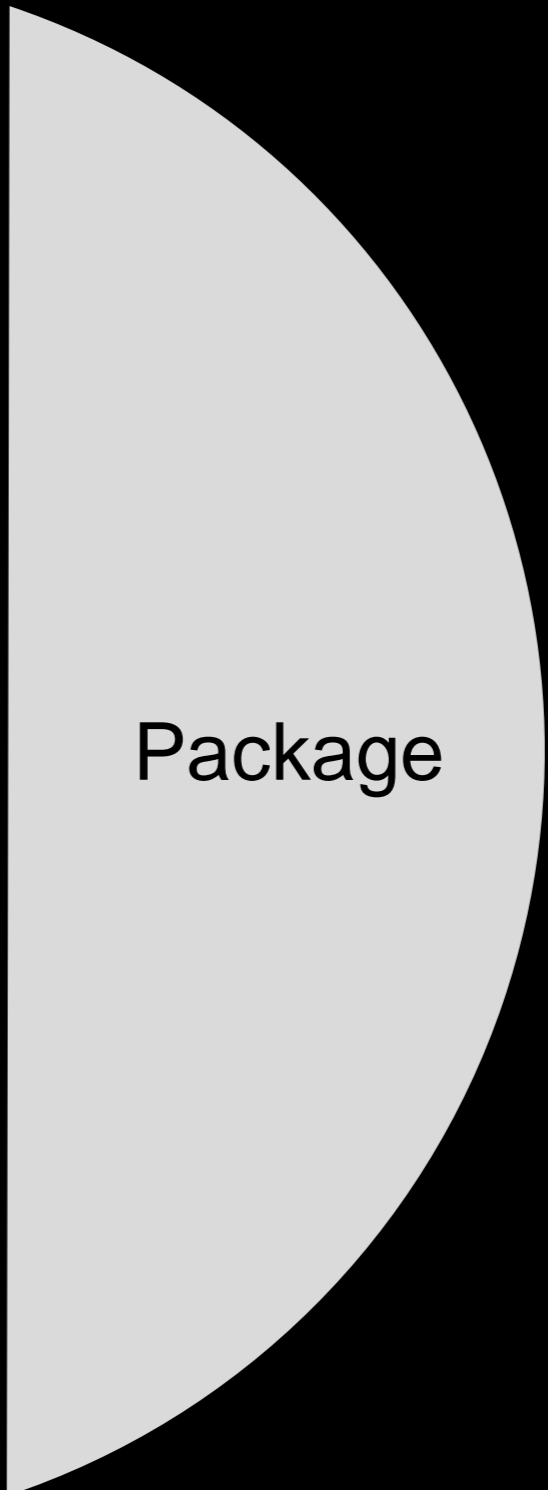
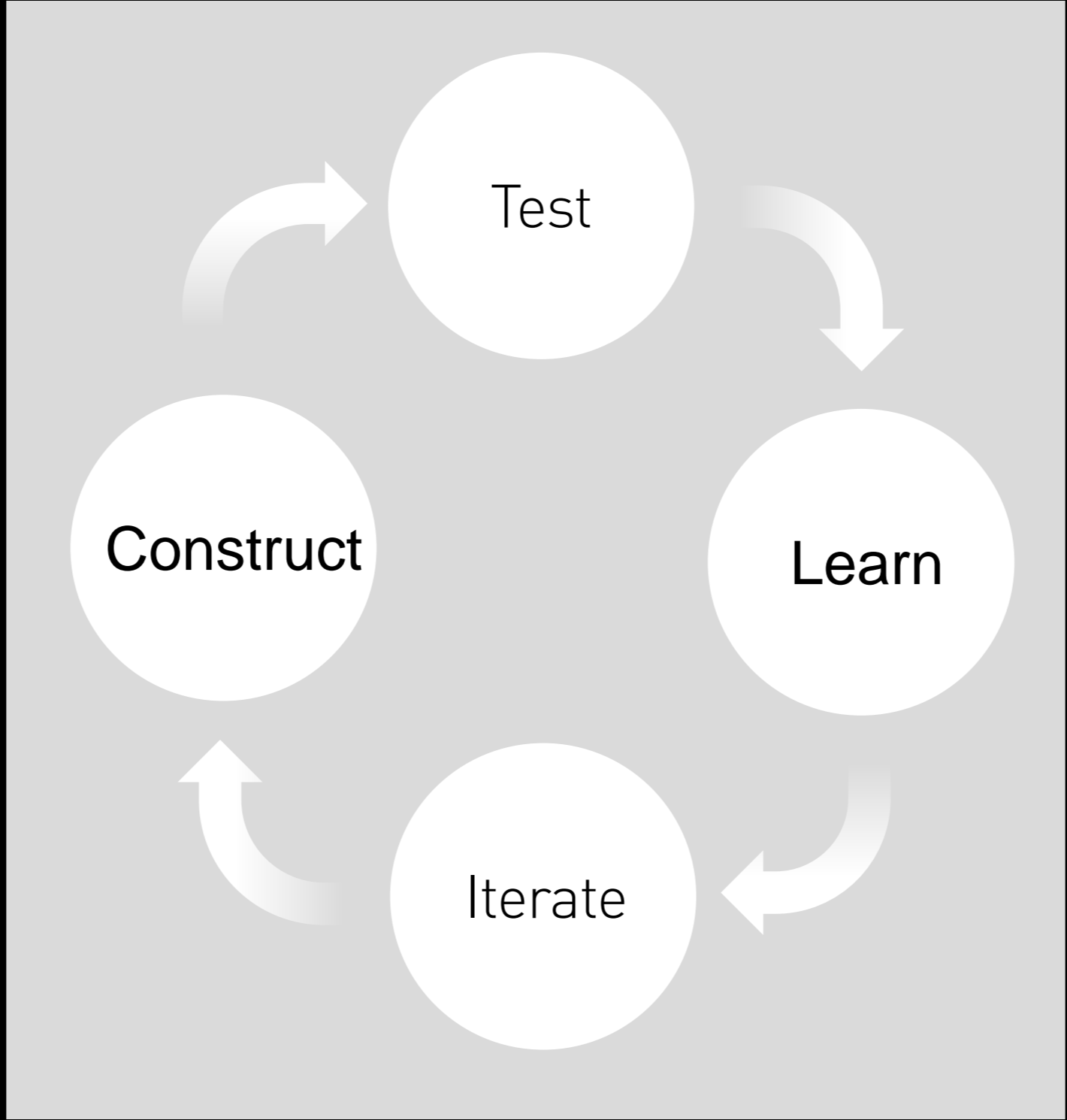
*sample opportunity spaces from one of our labs

Our lab process drives ideas through validation

CONSTANT RESEARCH & INVESTIGATION



HUNT



CONNECT / BUILD



Prototypes in the process could take many forms

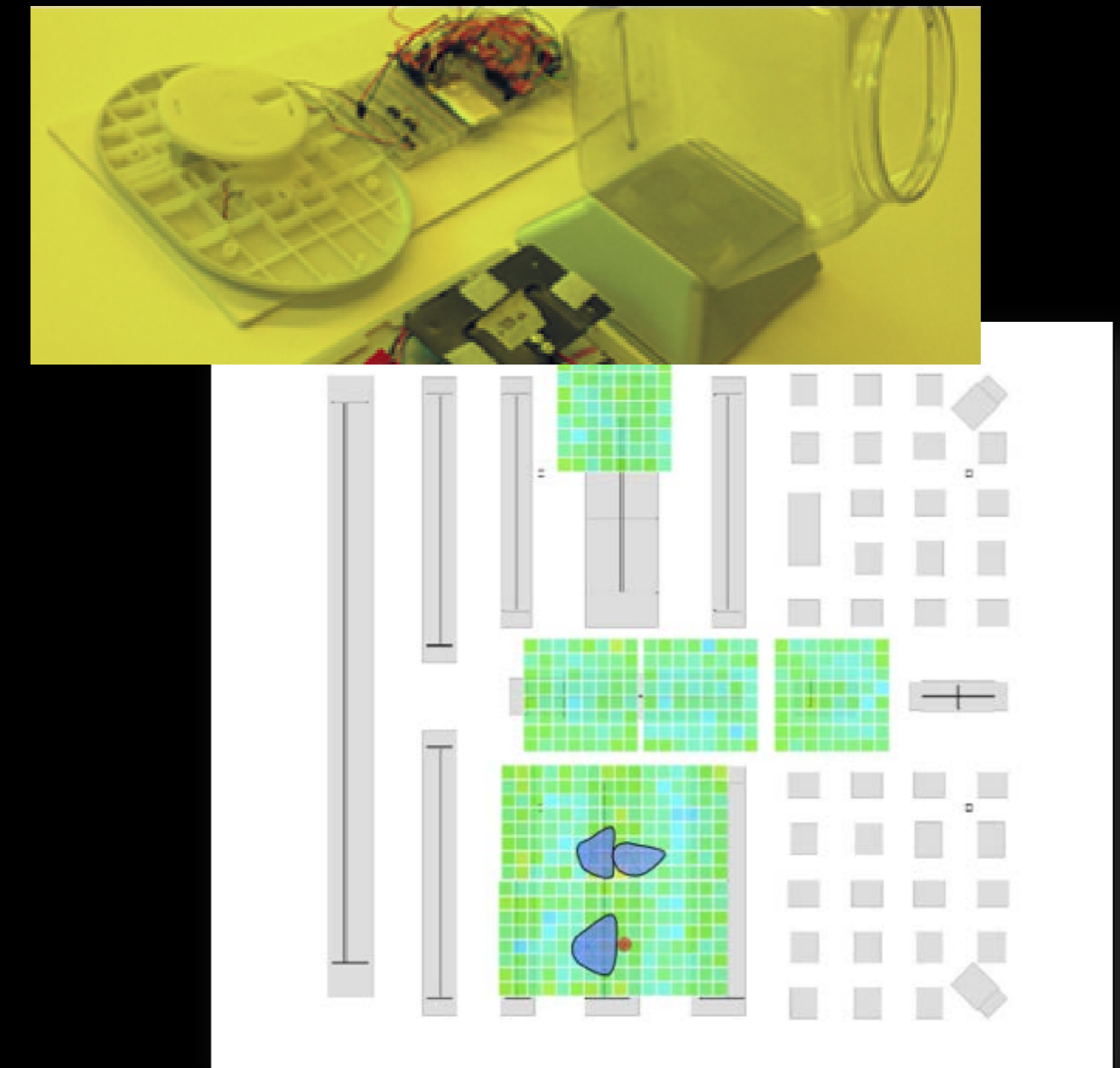
Functional digital prototypes
testing augmented reality



Service prototypes to introduce new or
redesigned services (like registries)



Technology prototypes to validate
feasibility of key solution elements



A team built for innovation

We'll create a team blending the best of what clients and SapienNitro has to offer across:

- **Center Leadership –**
Joint client/SapienNitro responsibility
- **Product Management**
 - Futurists that provide both program and product management
 - Key Interface to corporate
- **Tech/Engineering**
 - Senior engineers with rapid prototyping backgrounds
 - Broad-based expertise across technologies, platforms & industries
- **Data Scientist**
 - Familiar with data models and concepts across customer experience, business intelligence and big data
- **User Researcher**
 - Familiar with data models and concepts across customer experience, business intelligence and big data
- **Experience Design**
 - Beyond traditional design skills
 - Focus on bringing customer-centered design into pursuits

Fix description
Research