Marketing Portfolio

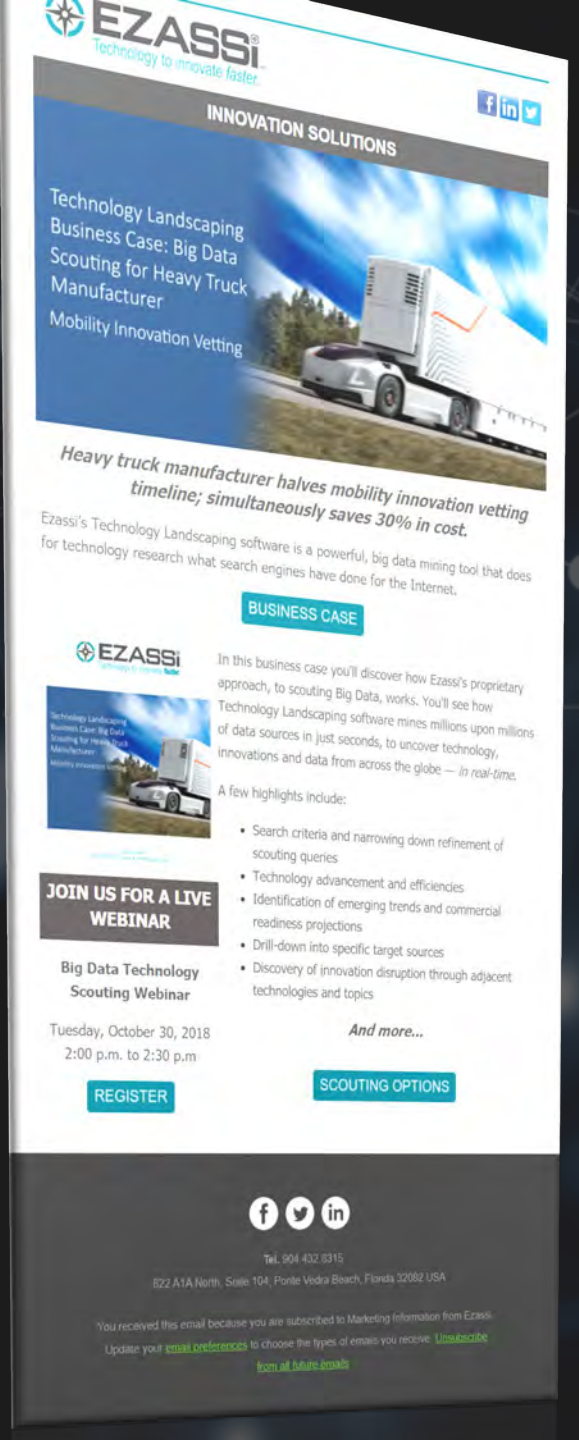
Virginia Bush

Technology Landscaping Software Business Case

Project Components

Technology Landscaping Software Business Case

- Concept
- Design
- Writing
- Email Marketing
- Website design and development
- Lead Gen strategy
- SEO Success


EZASSI
Technology to innovate faster.
INNOVATION SOLUTIONS
Technology Landscaping Business Case: Big Data Scouting for Heavy Truck Manufacturer
Mobility Innovation Vetting
Heavy truck manufacturer halves mobility innovation vetting timeline; simultaneously saves 30% in cost.
Ezassi's Technology Landscaping software is a powerful, big data mining tool that does for technology research what search engines have done for the Internet.
BUSINESS CASE
EZASSI
In this business case you'll discover how Ezassi's proprietary approach, to scouting Big Data, works. You'll see how Technology Landscaping software mines millions upon millions of data sources in just seconds, to uncover technology, innovations and data from across the globe — in real-time.
A few highlights include:
• Search criteria and narrowing down refinement of scouting queries
• Technology advancement and efficiencies
• Identification of emerging trends and commercial readiness projections
• Drill-down into specific target sources
• Discovery of innovation disruption through adjacent technologies and topics
And more...
JOIN US FOR A LIVE WEBINAR
Big Data Technology Scouting Webinar
Tuesday, October 30, 2018
2:00 p.m. to 2:30 p.m
REGISTER
SCOUTING OPTIONS
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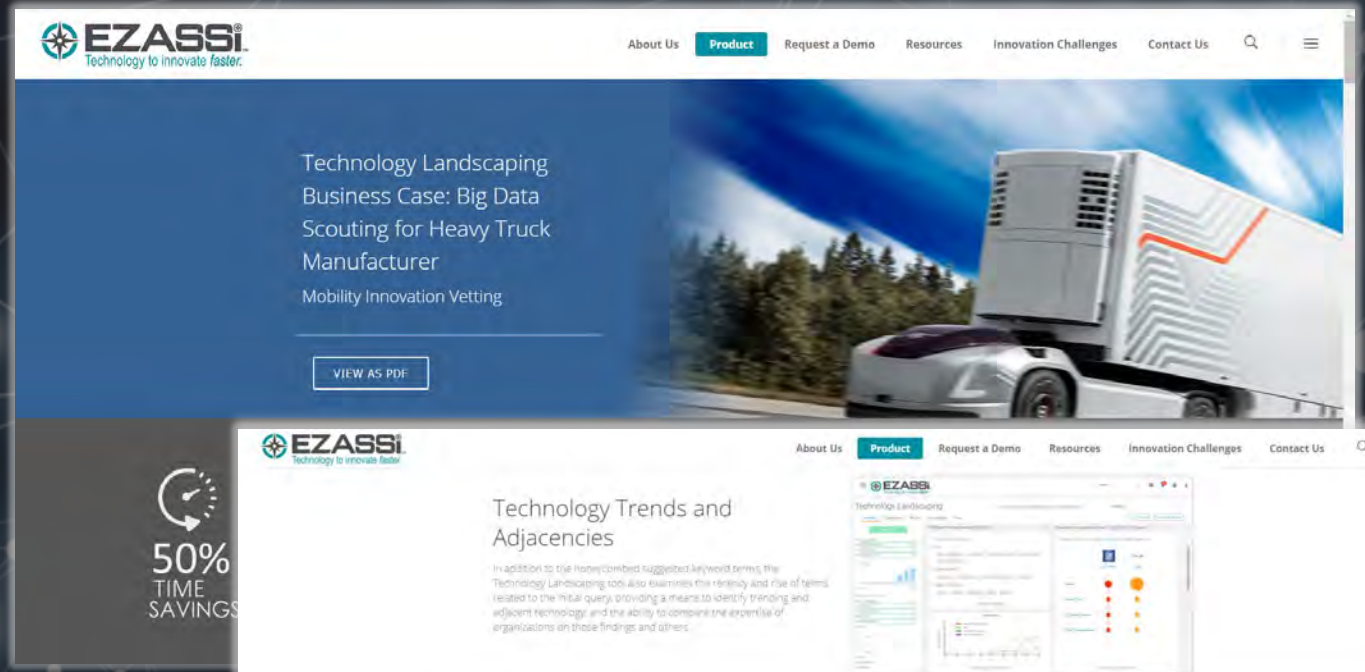
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Mobility Innovation Vetting
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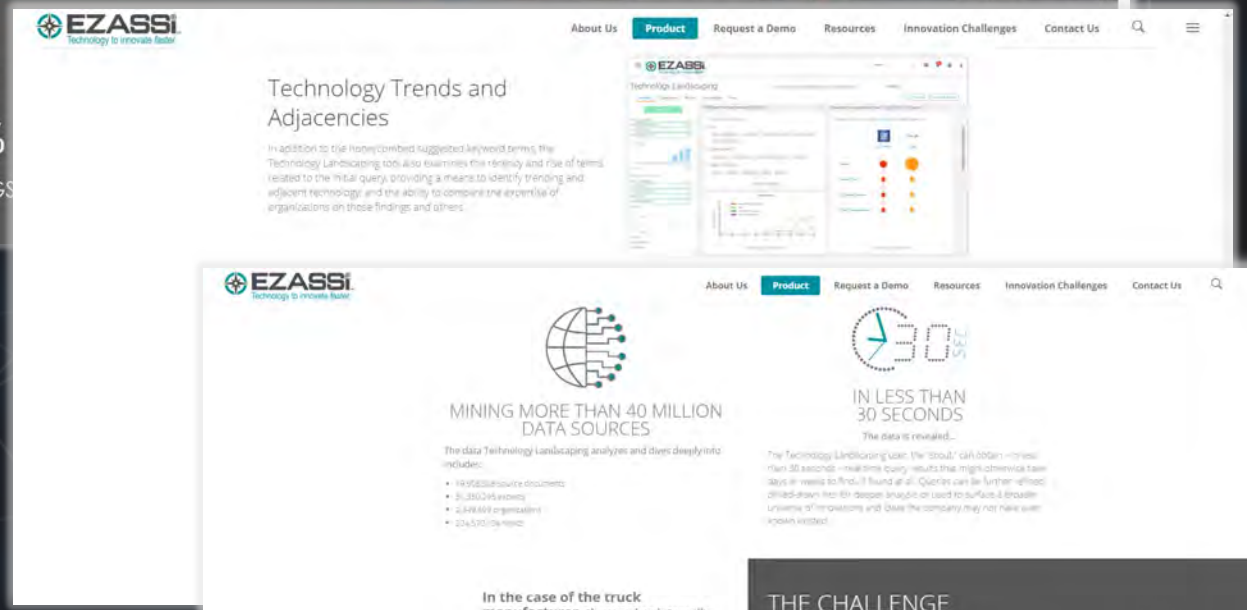
50%
TIME
SAVINGS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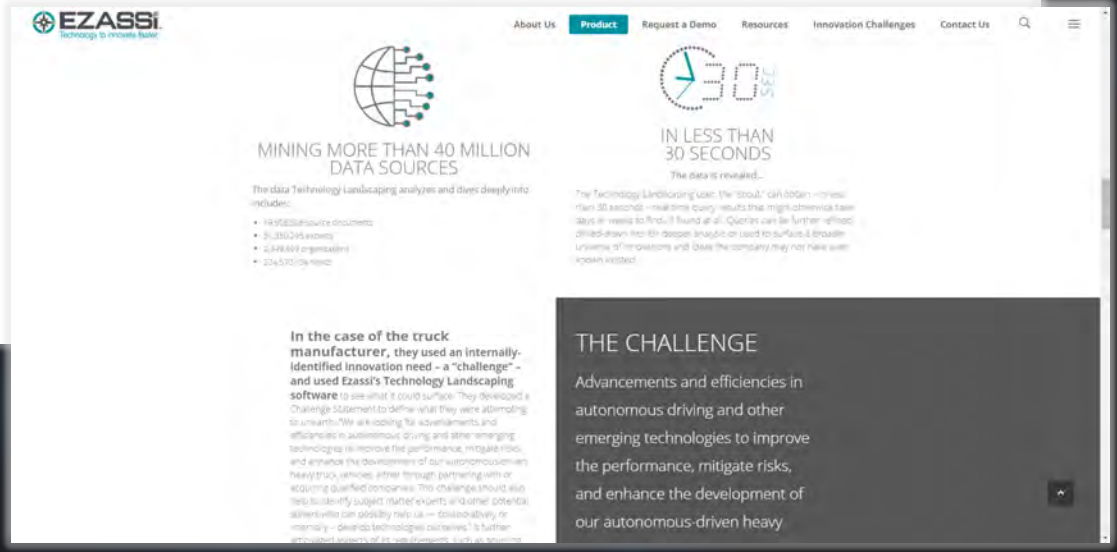
Technology Trends and Adjacencies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MINING MORE THAN 40 MILLION DATA SOURCES
IN LESS THAN 30 SECONDS
In the case of the truck manufacturer, they used an internally-identified innovation need – a "challenge" – and used Ezassi's Technology Landscaping software
THE CHALLENGE
Advancements and efficiencies in autonomous driving and other emerging technologies to improve the performance, mitigate risks, and enhance the development of our autonomous-driven heavy

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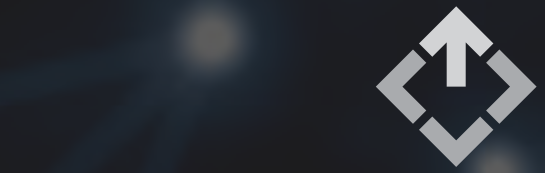
Direct Links to Material

Technology Landscaping Software Business Case

- Landing Page
- Use Case Report for Download (PDF)
- Email
- SEO Success
  - Technology Scouting Business Case
    - #1 Google organic ranking

Modernized Approach to Technology Scouting

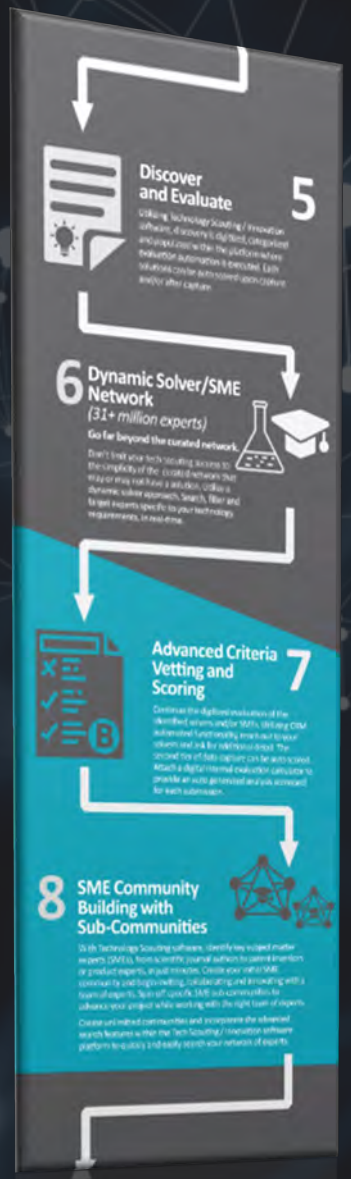


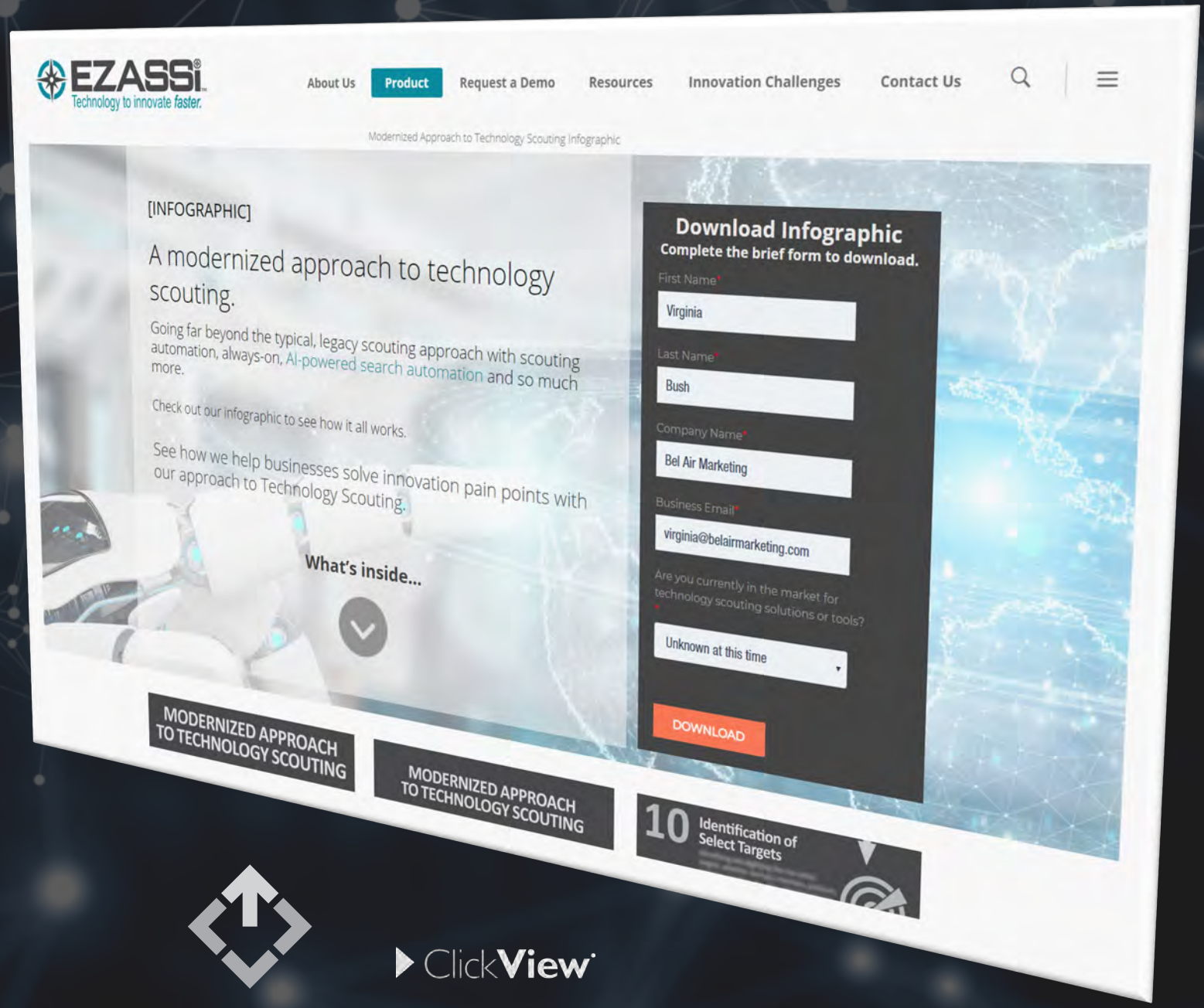
Project Components

Modernized Approach to Technology Scouting

- Concept
- Design
- Infographic
- Writing
- Video Design and Development
- Website design and development
- Lead Gen strategy
- SEO Success

MODERNIZED APPROACH TO TECHNOLOGY SCOUTING
The most important tech scouting key driver is early identification of disruptive technologies.
Technology is the main M&A driver.
81%
"Three out of four U.S. executives (81 percent) agree or strongly agree that companies cannot rely on their current M&A capabilities for digital deals."
MODERNIZED APPROACH TO TECHNOLOGY SCOUTING
The process.
1 Business Scouting Technology Need Identified
2 The Scouting Technical Brief
3 Technology Traits and Characterization Deconstruction


5 Discover and Evaluate
6 Dynamic Solver/SME Network
(31+ million experts)
Go far beyond the curated network.
7 Advanced Criteria Vetting and Scoring
8 SME Community Building with Sub-Communities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Modernized Approach to Technology Scouting Infographic
[INFOGRAPHIC]
A modernized approach to technology scouting.
Going far beyond the typical, legacy scouting approach with scouting automation, always-on, AI-powered search automation and so much more.
Check out our infographic to see how it all works.
See how we help businesses solve innovation pain points with our approach to Technology Scouting.
What's inside...
Download Infographic
Complete the brief form to download.
First Name*
Virginia
Last Name*
Bush
Company Name*
Bel Air Marketing
Business Email*
virginia@belairmarketing.com
Are you currently in the market for technology scouting solutions or tools?
Unknown at this time
DOWNLOAD
MODERNIZED APPROACH TO TECHNOLOGY SCOUTING
MODERNIZED APPROACH TO TECHNOLOGY SCOUTING
10 Identification of Select Targets

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- Direct Links
  - Landing Page
  - Infographic (PDF)
  - Video
  - Email
  - SEO Success
    - Modernized Technology Scouting
      - #2, #3 Google organic ranking (Wikipedia is #1)

Innovation Technology Tools Infographic

Project Components

Innovation Technology Tools

- Concept
- Design
- Infographic
- Writing
- Website design and development
- Lead Gen strategy
- SEO Success

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6 WAYS BUSINESSES USE INNOVATION TECHNOLOGY TOOLS [INFOGRAPHIC]

Don't just survive, thrive.

"Digital disruption will wipe out 40% of Fortune 500 businesses in the next 10 years."

– Ben Rossi, *Information Age*

To remain to exist, one must be disruptive. Innovation acceleration tools are essential to a company's ability to disrupt within their marketplace. From scouting technology automation, for fast and accurate discovery, to collaborating and ideating with internal and external subject matter experts, having the right innovation acceleration tools is a must-have to survive today's competitive disruption.

READ MORE

See What's Inside the Infographic

1. Delivering an Innovation Ecosystem
2. The Innovation Startup Incubator
3. Lean-Driven Innovation Management
4. Re-Engineering R&D Innovation
5. Uncovering Emerging Technology
6. Open Innovation and IP Protection

INFOGRAPHIC

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Innovation Technology Tools

Innovation Technology Tools Infographic

Don't just survive, thrive with innovation technology tools.

Six (6) ways businesses use innovation technology tools to disrupt and innovate faster and smarter, with fewer resources.

Download the infographic to see how.

WHAT'S INSIDE

"Digital disruption will wipe out **40% of Fortune 500** firms in the next 10 years."

— Ben Rossi, *Information Age* —

In order to thrive, companies must fully embrace and implement a culture of innovation that adopts, embraces and practices Internal and Open Innovation. To disrupt effectively, lean-driven innovation is a key component. "A lean and agile culture goes hand-in-hand with an innovative culture. You simply can't have one without the other."

INFOGRAPHIC DOWNLOAD

First Name*
Virginia

Last Name*
Bush

Company Name*
Bel Air Marketing

Business Email*

Reduce survival vulnerability

with innovation technology tools.

Download the infographic to see ***six (6) ways*** businesses significantly reduce survival vulnerability with innovation technology solutions.

Download the infographic to see how.

DOWNLOAD

Six (6) Ways Businesses Innovate with Innovation Technology Tools [INFOGRAPHIC]

See What's Inside

ClickView

Don't just survive, thrive.

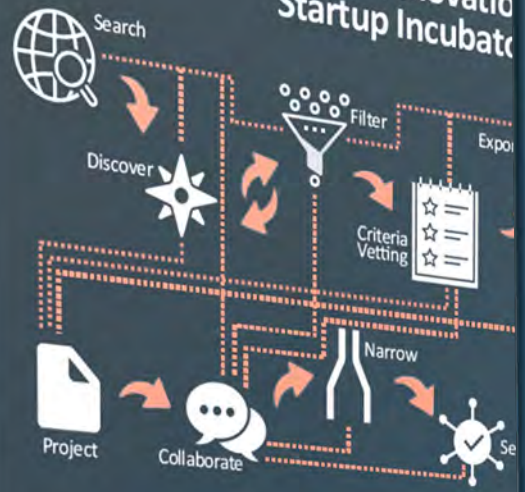
Using innovation technology tools allows businesses to disrupt and innovate faster and smarter, with fewer resources.

"Digital disruption will **wipe out 40%** of **Fortune 500** firms in next **10** years."

6 WAYS TO LEVERAGE INNOVATION TECHNOLOGY TOOLS

1 Delivering an Innovation Ecosystem

The Innovatio Startup Incubat



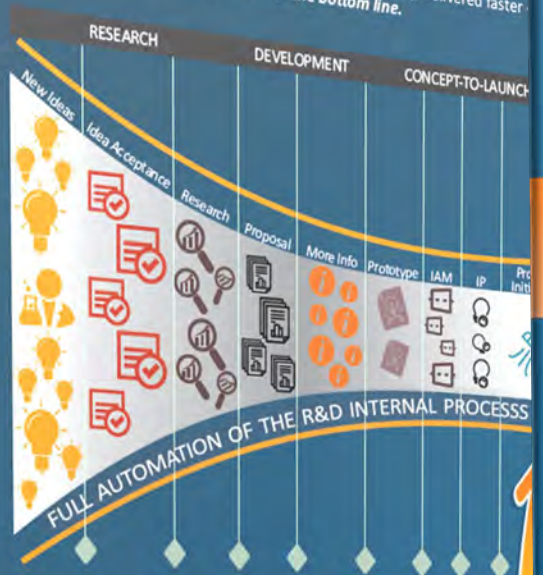
Search and uncover hundreds and thousands of potential startup targets Collaborate and ideate with your internal and external experts to vet and down the targets with automation components. ***Saving significant time, and money.***

3 Lean-Driven Innovation Management

Innovation software tools are developed with the lean, agile culture primary focus. From innovating within or outside your walls, the pla ***designed to promote a lean and agile approach to managing ideat scouting for technology.***

Re-Engineering R&D Innovation

Complement shrinking R&D teams with innovation technology tools. Corporate R&D is shrinking and shifting. Innovation technology tools and automation provide the functionality that aids in limiting the need for extensive resources, resulting in increased R&D accuracy, delivered faster ***providing a direct, positive impact to the bottom line.***



Hand-in-hand with Re-Engineering R&D Innovation

5 Uncovering Emerging Technology

Technology Scouting Automation Tools

Halves the innovation vetting timeline and saves **40%** to **50%** in costs, ***with better results.***

MINE MORE THAN 40 MILLION DATA SOURCES

IN LESS THAN 30 SECONDS

+748% GREATER TARGET DISCOVERY

+2,100% QUALIFIED TARGET VETTING

-40% to **-50%** REDUCTION IN SCOUTING COST

Technology scouting and landscaping tools have the ability to data mine more than 40 million data sources in seconds, to discover emerging technology, startup target acquisitions, patent landscape and more. ***This type of solution-set is proven to uncover targets and data more accurately in a significantly shorter time frame.***

Open Innovation with IP Protection 6

IP protection is the biggest obstacle to an effective, sustained Open Innovation program. Select Innovation Software, with IP protection built-in, is ***designed to protect the innovator and the company.***

Digital Bilateral IP Protection
Protection for the submitter and the receiver.

Digital Differentiation of IP Sensitive Ideas
Idea management software allows for auto differentiation between IP sensitive and non-IP sensitive submissions.

Automated and Layered Terms and Conditions and NDAs
Deliver unique terms and conditions based on the submission type. Auto layer NDAs and Terms and Conditions throughout the idea submission and advancement process.

IP Safe Digital Interview
Structured digital interviews for IP sensitive challenges. Insures only non-confidential submission data is captured.

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Interested in learning more about innovation technology tools?
Contact Ezassi at 904-432-8315 or email info@ezassi.com
www.ezassi.com

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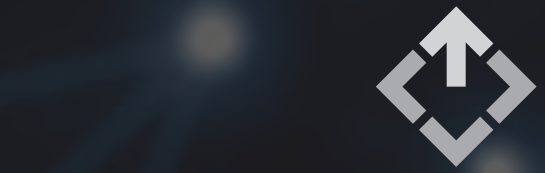
  - Email
  - SEO Success
    - innovation technology tools
      - #1 Google organic ranking

Crowdsourcing for Innovation



CROWDSOURCING
CHANNELING INNOVATION
Crowdsourcing and co-creation is an essential arm of conducting smart business.
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WHAT IS CROWDSOURCING INNOVATION?
How to channel your internal and ex
for innovation, ideation and collabor
What is the Goal of Crowdsourcing Innc
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Should Businesses be Relying on Crowdsourcing Innovation?
Absolutely. If you aren't crowdsourcing innovation, you can rest assured that your competitors are. That means that they are actively pursuing innovation using a powerful tool that harnesses resources from all over the world. No matter how talented your existing team might be, it is impossible to keep up with that kind of approach.
Even if your team is developing great ideas, your competitors will be able to bring them to market faster, which means that your next big idea might have been stolen right from under your feet. You will be back at the drawing board while your competitors are winning a bigger share of the market. Crowdsourcing is about innovation and ideation, but it is also about acceleration and the ability to move ideas through the development process even faster.
Ezassi's Crowdsourcing Innovation Software
Crowdsourcing innovation software from Ezassi can provide an essential tool that allows businesses to harness the power of crowdsourcing and allow participants to effectively share, rate and develop ideas through a centralized platform.
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Technology to innovate faster.
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What is Crowdsourcing Innovation?
How to channel your internal and external crowd for innovation, ideation and collaboration.
What is Crowdsourcing for Innovation?
Crowdsourcing and co-creation is an essential arm of conducting smart business.

Energy Technology Scouting

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Technology to innovate faster.

Technology Scouting Discovery

Uncover trending technologies within the energy space, including renewable energy generation, energy storage technology, sustainable technology and more.

Discover startup opportunities, investigate key players, view the technology evolution, patent landscape, startups...

See what Technology Landscaping and Technology Scouting can uncover within your technology space.

EXPLORE TECHNOLOGY

Up Next in Emerging Technologies

- Information Technology
- Chemical Technology
- Medical Technology
- Human-Genome Technology
- Materials Technology

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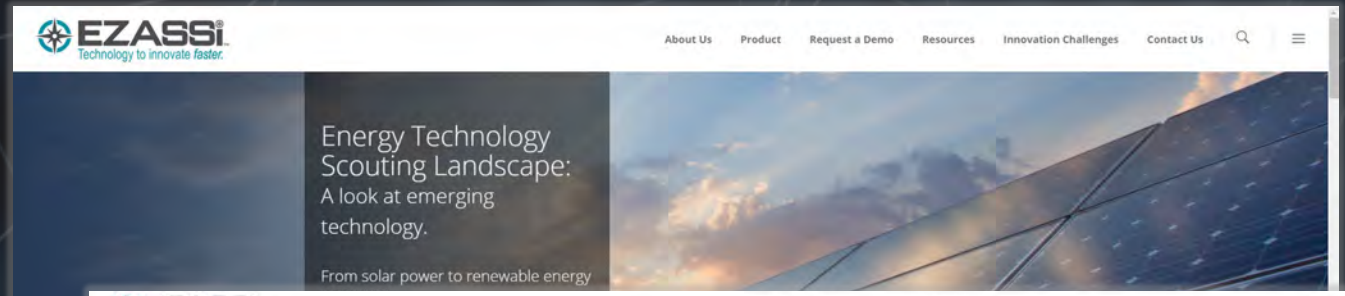

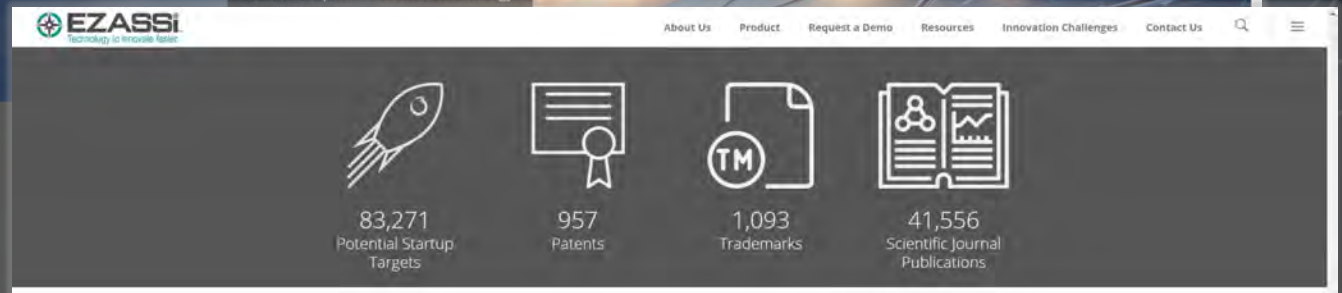

Drilling into the detail of Siemens

Technology Scouting Reporting and Analysis
for Energy Technologies

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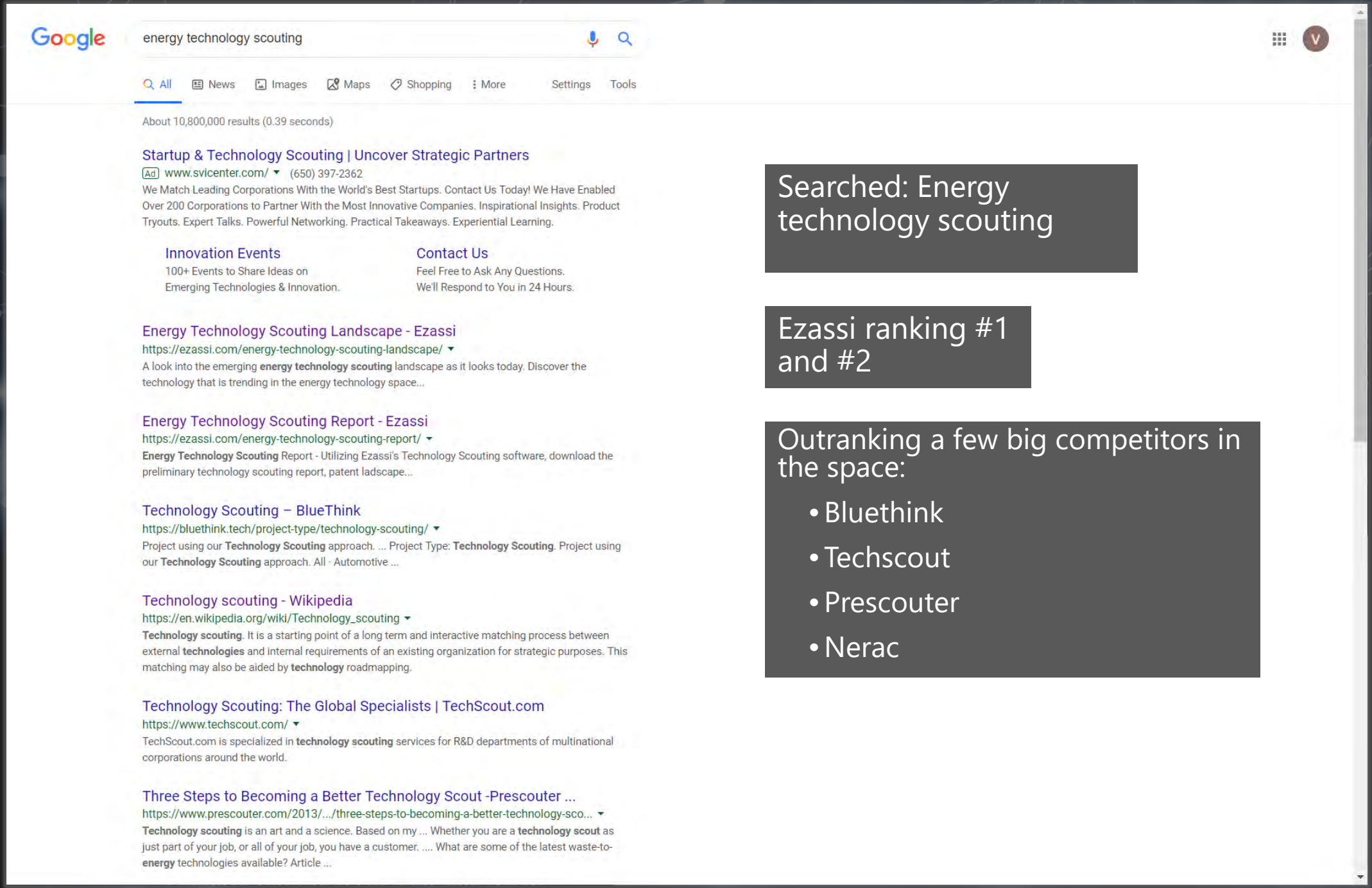


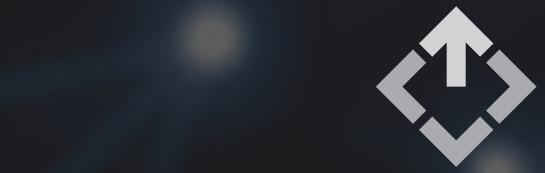
Searched: Energy technology scouting

Ezassi ranking #1 and #2

Outranking a few big competitors in the space:

- Bluethink
- Techscout
- Prescouter
- Nerac

Innovation Program Guide



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The 2018 Business Guide to Implementing an **Innovation Program**

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4 How Businesses Innovate
6 ROI Impact
11 Why Have an Innovation Program?
14 Is an Innovation Program Right for Eve
16 Implementing an Innovation Program
Establishing Program Goals
Dedicate Program Resources
Program Access and Rollout Strategy
Branding and Messaging
Building Ideation Teams and Innov
Using Challenges to Encourage
Growing through Engagement
Monitoring
Measurement Impact and
32 About Ezassi
33 Key Take-Aw

Innovation Progr
ROI IMPACT

- Expedites innovation — 1, 2
- Motivates and retains employees — 3, 4
- Encourages collaboration and creativity — 5, 6
- Teaches overcoming failure — 7, 8
- Reveals strengths, weaknesses and competitive advantages/ disadvantages — 9, 10

This same research found that businesses begin innovation programs to encourage collaboration and engagement, particularly internally among employees, which can also lead to higher degrees of employee motivation. This way, businesses can create a discipline — *a habit* — of innovation: the more its people innovate and practice innovation, the more likely they are to continue to do so. This innovation habit also teaches collaboration and creativity skills in employees, which makes them more valuable to the organization at-large.

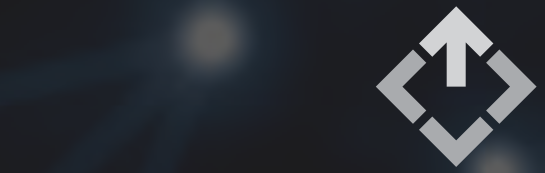
Another invaluable innovation program driver is the need for risk-taking and providing the innovators a safe environment where **the ability to fail** is a success. Ideation and innovation process is an imperfect science — seldom do great ideas lead exactly to the desired outcomes or travel along the expected route. Innovation comes with twists and turns, pivots and mistakes, adjustments and re-adjustments. People involved in innovation have to learn this, and they will either do so the hard way — by becoming too invested in their idea too soon — or through the habit of trial and error. When introducing innovation organization-wide, this kind of failure needs to be learned, and it's an invaluable lesson.

25%
of **top 1000** global **companies** are experiencing pressure to **change** their approach to **innovation.**

How will you innovate?

2017 Global Innovation 1000 Report

More Portfolio Components



Delivering an Innovation Ecosystem

Robust innovation technology tools deliver a full-service Innovation Ecosystem where innovati
from discovery through to commercialization. These types of tools involve incubators, employe
innovation, Open Innovation (customers, suppliers, academia, researchers, etc.), crowdsourcin
innovators and subject matter experts and managing ideation — *in one, single digital platform*

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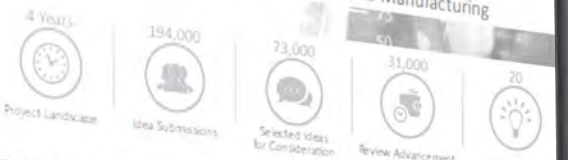
Global Pharmaceutical Research and Manufacturing



CASE STUDY: EXTERNAL INNOVATION MANAGEMENT SOFTWARE

THE CHALLENGE

Understanding the need to accelerate the innovation process in order to maintain and increase revenue results, the Client, a large, global pharmaceutical company, sought an innovation platform to promote technical challenges and implement a system to secure and protect innovation discoveries and submissions. Knowing that within the pharmaceutical space there are technologies under development all over the globe, the Client sought to cross-pollinate technology solutions. An ideation platform to capture internal and external innovation would allow them to capture ideas worldwide.

The desire to have an innovation management system in place would help the Client promote, manage, review, advance and speed up the time-to-innovate.

THE SOLUTION

The implementation of an Enterprise Innovation Management (EIM) software solution provided the Client with a safe and secure platform to promote technical innovation challenges. With the platform, the Client was able to promote multiple challenges at one time, across several product lines with a structured idea capture method. The structured idea capture format limits the submission of intellectual property (IP), providing a layered approach to terms and conditions to protect both the client and solver. This feature accelerates the NDA process from several months to a few weeks. In addition, the EIM platform, included:

- Internal and external idea capture
- Unlimited challenges
- Bilateral IP protection, protecting the Client and the submitter
- Auto-assessment scoring of idea submission to easily identify top submissions
- Ability to collaborate, brainstorm and expand upon existing ideas to improve productivity
- Automated network building
- Dynamic idea submission dashboard to view, sort and filter all ideas
- Fully automated, idea advancement stage-gated workflows customized for each product line
- Idea advancement ideation and collaboration
- Customized analytics charts and graphs with detailed drill-down functionality

THE RESULTS

By implementing an Enterprise Innovation Management software system, within a four (4) year timeframe, the Client received 194,000 idea submissions from internal and external solvers. 73,000 were deemed qualified for initial consideration using the automated assessment feature. 31,000 submissions advanced with the automated stage-gate workflow component. 20 idea submissions moved to acceptance and completion (an average of one (1) to two (2) per month). The vast user network spans across 34 countries and is being used for current and future technology solutions. **The disclosure process significantly decreased. Historically the process would take four (4) to nine (9) months. With the platform, the process now takes two (2) to three (3) weeks — *accelerating time-to-innovate.***

www.ezassi.com

Don't just survive, thrive.

Using innovation technology tools allows businesses to disrupt and innovate faster and smarter, with fewer resources.

"Digital disruption will **wipe out 40%** of **Fortune 500** firms in next **10** years."

In order to thrive, companies must fully embrace and implement a culture of innovation that adopts, embraces and practices internal and Open Innovation. To disrupt effectively, lean-driven innovation is a key component. *"A lean and agile culture goes hand-in-hand with an innovative culture. You simply can't have one without the other."*

To remain to exist, one must be disruptive. Innovation acceleration tools are essential to a company's ability to disrupt within their marketplace. From scouting technology automation, for fast and accurate discovery, to collaborating and ideating with internal and external subject matter experts, having the right innovation acceleration tools *is a must-have to survive today's competitive disruption.*

How businesses significantly reduce survival vulnerability with Ezassi's innovation technology solutions.

1 Delivering an Innovation Ecosystem
The Ezassi Innovation Software solutions deliver a full-service Innovation Ecosystem where innovation is moved from discovery through to commercialization. Involving incubators, employee innovation, Open Innovation (customers, suppliers, academia, researchers, etc.), crowdsourcing of innovators and subject matter experts and managing ideation — *in one, single digital platform.*

2 The Innovation Startup Incubator
Search and uncover hundreds and thousands of potential startup targets in seconds. Collaborate and ideate with your internal and external experts to vet and narrow down the targets with automation components. *Saving significant time, resources and money.*

3 Lean-Driven Innovation Management
The Ezassi Innovation Software is developed with the lean, agile culture as a primary focus. From innovating within or outside your walls, the platform is *designed to promote a lean and agile approach to managing ideation and scouting for technology.*

4 Re-Engineering R&D Innovation
Complement shrinking R&D teams with Ezassi technology solutions. Corporate R&D is shrinking and shifting. Innovation technology solutions provide the tools to limit the need for extensive resources, resulting in increased R&D accuracy, delivered faster — *providing a direct, positive impact to the bottom line.*

5 Uncovering Emerging Technology
With Ezassi's Technology Landscaping tool, data mine more than 40 million data sources in seconds, to discover emerging technology, startup target acquisitions, patent landscape and more. *This solution-set is proven to uncover targets and data more accurately in a significantly shorter time frame.*

6 Bilateral IP Protection
IP protection is the biggest obstacle to an effective, sustained Open Innovation program. Ezassi's Innovation Software is the only system with IP protection built-in, *designed to protect the innovator and the company.*

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