

# Exponential Business 2018.

## DRIVING BREAKTHROUGH BUSINESS INNOVATION



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## THE BIG IDEA IN 42 WORDS

**It's time to get a solid grasp on "Exponential Technologies". Why? Because these forces wiped out revenues at Kodak, at Rim and at Borders.**

If you aren't in a position to harness exponential technologies and breakthrough business models, **you need to be.**

Companies need innovative ideas and products, the kind that usually come from startups and entrepreneurs. So why not nurture the startup mentality in-house and keep all the fame, fortune and profit? Well, because **it rarely works**. Even when done as well as it can be done, in-house innovation has its limits. In practice, it can be extremely expensive, and some of the biggest R&D misses have caused heads to roll.

The big-time breakthroughs are most likely to come from 7 TECHNOLOGIES THAT ARE CHANGING THE WORLD\* and new kinds of organizational tools like *incentive competitions*.

Sure, it's a safe bet, you are on top of some of these technology vectors, but that's not enough. Why? Because all of them have the possibility of crossing into your market, and massively changing the economics for your customers.

*This PRESENTATION demonstrates a new way to foresee and be a part of the major technology and business model shifts that are going to change your industry.*

*\* Exponential Technologies: areas of technology innovation that are experiencing rapid change due to computing power doubling every 18 months (Artificial Intelligence, Robotics, Digital Biology & Medicine, Digital Manufacturing, Infinite Computing, Sensors & Networks, Nanomaterials)*

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## OVERLY FOCUSED?

**It's good to be focused on your own industry. But that leaves you reacting to outside technologies and business models. If you are in this reactive position, you carry a lot of risk.**

AS GOOD AS YOU ARE — and we believe that you are very good at your business — there are major technical innovations that are happening outside the lens of your day-to-day operations.

**In almost all cases, taken individually, there is a low risk to you from outside-the-industry business models and technologies.** However, when one of these technologies jumps across an industry and gets traction, massive value fractures occur.

Craigslist, Skype, digital cameras — they all moved faster than expected in new markets and big companies lost huge revenue streams.

**If you aren't part of a group that is tracking these forces, discussing them, and investing in new business models — then you may always be in reactive mode: *the worst possible position.***

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## R&D VS BREAKTHROUGHS

**It's critical to have great R&D, explore new products, and open new markets. But that may not get you to a major breakthrough.**

In a moment we are going to talk about how we have created new multi-billion dollar industries by curating breakthroughs. *(What's a breakthrough? It's business model that changes how a market functions. Think: MP3 files in the music industry.)*

Today, you are probably doing some things that could—if everything works perfectly—create a major breakthrough.

Most business breakthrough efforts have involved making pricey acquisitions, or spending on in-house R&D projects.

*We'd like to introduce you to our curated breakthrough process.*

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## OUR SOLUTION: EXPONENTIAL BUSINESS

**Participate in creating a breakthrough. Own it early.  
Capitalize on it. Make money with it. Own new markets.**

OUR SOLUTION IS TO PROVIDE ACCESS TO A BROAD SET of **capabilities, competencies, expertise, resources, strategies, insights and tools** resulting from accelerating technologies and crowd-related tools, to executive teams who can **implement and take advantage of them.**

Concrete methods for **driving new multimillion-dollar breakthrough business innovations**, at all levels of your organization:

- 1. Harnessing Exponential Technologies and Innovation Strategies** - How to leverage the power of Artificial Intelligence, Robotics, 3D Printing & Digital Manufacturing, Digital Medicine & Biology, Networks & Computing Systems, Big Data.
- 2. How to Use Exponential Organizational Tools and the Wisdom of the Crowds** (crowdsourcing, crowdfunding, incentive competitions, crowd co-creation) to speed time to market for new innovations, minimize costs, mitigate risk and outsource complex problem solving.
- 3. Real World Case Studies and Techniques** for implementing innovation strategy and culture throughout your organization. **Outcomes:** open new markets, develop new products, increase customer satisfaction, enhance employee engagement, grow revenues, lower costs and mitigate risk.

**The EB is offered as a 4-day workshop or Custom Program for corporate groups.**

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## A WORD OF CAUTION

**Exponential Technologies are not for everyone.  
They are just for companies who are tired of accepting  
incremental improvements and being reactive rather than  
proactive.**

Exponential Technologies are for companies ready to abandon their fear of the future and adopt a bold, abundant mindset.

This requires letting go of your old local and linear thinking and taking the risk to embrace exponential and global approaches.

This is about adopting a new way of viewing the world and therefore **requires mastery and hard work.**

This 4-day event is not a volleyball picnic or plush retreat; it is highly curated, and process-driven to create value for everyone at the table, and by value, we don't mean a "good experience" or "that was interesting" or "we met a Singularity University – NASA Member" — we mean **value that can be measured in hard dollars.**

We curate these events to develop new business models leveraging technologies and ideas. This is driven by real-world business experience. The point is to create new opportunities for you to participate in the breakthroughs, not watch them from a distance.

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## ABOUT US

Exponential Business is presented by Alexandru Celac, Member of the Singularity University *Founders Circle*\* and Executive Coach at Google.

Alexandru Celac is regarded as one of the world's top certified experts on Disruptive Innovation and Exponentially Advancing Technologies. He is the first Romanian who graduated ***Singularity University (SU), out of 25,000 applicants worldwide.***

SU is the preeminent academic authority on educating leaders around the world on exponentially accelerating technologies. SU was founded by GOOGLE and it is located at NASA Ames, in the heart of Silicon Valley.

*\* The Founders Circle is composed of those individuals and companies who provided the start-up capital to establish Singularity University. Their contributions and credibility are critical to the Founding of this institution.*

By design, **his colleagues are the world's top entrepreneurs and executives from Fortune 100 companies.** Alexandru had the great fortune to live for 2 years in the NASA Research Park, studying and applying **Exponential Technologies, Entrepreneurship, Finance & Economics, Futures Studies & Forecasting** with entrepreneurs, investors, billionaires, Apollo 11 astronauts, venture capitalists, iconic luminaries and savants like **Peter Diamandis, Kevin Kelly, Vint Cerf, Marc Andreessen, Tim Ferriss, Paul Saffo, Astro Teller, Buzz Aldrin and many more.**

Neither NASA Ames employees nor any other NASA or SU employees are engaged in the 2018 Exponential Business operations, nor do any NASA or SU employees have personal or financial interests in the 2018 Exponential Business.

*Participation is limited to 8 international companies. These iconic leaders will leverage their diverse expertise and experiences to solve specific business challenges, and revolutionize their industries.*

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## HOW IT WORKS

**A specific process lead to developing Spaceship One and other business breakthroughs. Here's the EB formula:**

For 4-days, we come to *your headquarters* and **offer your corporate leadership team a wide array of workshops, lectures and interactive sessions** that pay dividends all year round. During these 4 days your company will identify at least *2-3 concrete opportunities* for revolutionizing your industry and leapfrogging your competition.

- **Day 1 & Day 2** are a comprehensive overview of how of **Exponentially Growing Technologies** (Artificial Intelligence, Robotics, 3D Printing & Digital Manufacturing, Digital Medicine & Biology, Networks & Computing Systems, Big Data) **will combine to revolutionize business in 2, 5 and 10 years.**

We'll help your company to develop a *roadmap for how your industry will be transformed* by disruptive technologies, and identify **actionable next steps** to best utilize them.

Together, we will complete an **ExA ("Exponential Audit")** unique to you that will help you determine **which of these technologies threaten your strategic strengths** and which can **help you leapfrog the competition or solve your biggest problems.**

We show you what's in development today and coming to market in the next 2, 5 and 10 years in the most powerful exponentially growing areas - these are the technologies that are causing tremendous disruption and **allowing companies to grow at extraordinary rates.**

**These are Humanity's most powerful tools for innovation.**

These technologies demonstrate not only accelerating growth of capabilities (speed, efficiency, cost-effectiveness or power) and sustained doubling of price performance, but are **converging and building on themselves, causing even faster rates of growth.**

*Our unique perspective focuses on the power of their convergence and their implications.*

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## HOW IT WORKS

- **Day 3 & Day 4** cover **Crowd Driven Innovation** and **Exponential Organizational Tools**: In the last few years, a new breed of organizational structure is emerging that is able to scale at unimaginable rates. These new organization structures are leveraging a newly available set of externalities like **big data, gamification, cloud workforce & crowdsourcing, incentive competitions, machine learning, data mining competitions, or accelerating technologies** and by doing so, are performing 10X better than their peers in the same space. These innovations can work for businesses of any size and at any stage. And the organizations that don't exploit them will be left behind.

**How can your company use disruptive technologies to streamline operations and dramatically outperform competitors?**

We will examine these revolutionary structures and detail the ten characteristics and attributes of ExOs – five external elements and five internal organizational strategies.

- ❖ **How can you build a business with these principles?**
- ❖ **How could you apply them to a mid-market company?**
- ❖ **How can you retrofit these ideas into large organizations?**

We are seeing a transformation in business that hasn't been seen in the last hundred years – the future will be owned by this new breed of Exponential Organizations. How scalable is your organization? Is it an ExO?

We will calculate your **ExQ ("Exponential Quotient")** score for your Organization, to help your business assess its ability to scale.

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## PRACTICAL TOOLS

**To successfully compete in today's rapidly changing environment, organizations must adapt and evolve.**

Companies are experimenting with new methodologies (*lean startup*), models (*skunkworks*), and approaches (*open innovation*).

But turning the proverbial ocean liner is hard. **The good news** is we've learned a lot about what works and what doesn't ... *And we're eager to share.*

A special signature element of Exponential Business is the opportunity of your executive team to understand and apply the best practices in **innovation strategy**, *organizational design* and change management.

You'll hear the latest research on topics like "*future forecasting*", "*scaling edges*", and new tools like "*ten types of innovation*", to support you in driving meaningful internal change.

This is a specially tailored workshop style event in which Alexandru Celac teaches the material and then utilizes specific tools to **help participants make it immediately applicable to their business and industry.**

Alex will explain how traditional thinking, risk aversion and incrementalism will cause the demise of companies unable to cope with the coming decades of disruptive innovation.

Alexandru will personally teach and immerse participants in the exponential tools, technologies and thinking poised to disrupt every industry. Each module presents **turnkey solutions, insightful worksheets and personalized tools to help participants immediately apply concepts learned to their businesses.**

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## VALUE PROPOSITION

**Exponential Business (EB) is a highly selective and curated executive education experience designed to *accelerate business innovation* and ensure your company stays ahead of the ever steeper innovation curve.**

- 1. EB** brings an unparalleled value proposition to the market. The goal is to bring together the critical elements required by businesses seeking to become ‘exponential’ organizations — **awareness, education and know-how**.
- 2. EB** is designed to **drive innovation and breakthroughs** in companies, that are **scalable, repeatable, and applicable** to your needs.
- 3. EB** empowers senior executives to overcome pervasive barriers to scalable, repeatable innovation. At EB, **participants brainstorm with a cadre of top Singularity University experts** to push the boundaries of exponential technologies and crowdsourcing techniques, which are radically transforming today’s entire business landscape.

EB is specifically designed to help companies transition from being **linear** to **exponential** in their thinking and operations.

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## VALUE PROPOSITION

Exponential Business is a shortcut to the two **most powerful unfair competitive advantages**:

1. The **ability** to **anticipate technological change** and use it to craft and adjust your business strategy for what lies ahead, harnessing exponential technologies. Learn how to leverage the power of Artificial Intelligence, Robotics, 3D Printing & Digital Manufacturing, Digital Medicine & Biology, Networks & Computing Systems, Big Data
2. The **power** to **tap into global cognitive genius** (the crowd) **for ideas, capital, software, hardware, labor, creative and expertise** — 10x faster and 100x cheaper.  
*Minimize costs, mitigate risk and outsource complex problem solving.*

**At EB, companies generate breakthrough innovation ideas by exploring the power of exponential technologies and the collective wisdom available through crowd-driven business models.**

EB is designed to educate, inform, and prepare CEOs, EVP, SVP, division or group presidents, and leadership teams to keep pace with accelerating change, understand how disruptive emerging technologies will impact their business, and how to capitalize on the huge opportunities of the 21st century.

***Space in Exponential Business is limited, and by invitation only.***

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## KEY BENEFITS

**Exponential Technologies** combined with **Organizational Tools** lead to long-term, compounding benefits that open new markets, make you money, and push your company to continually create breakthrough innovations.

1. **UNDERSTAND** the critical concepts that will enable you to keep pace with the biggest ideas in exponential technologies. You will understand both sides of disruptive technologies: **how to be a disruptor and how to avoid disruption**.
2. **EXPLORE** key projected breakthroughs. What are the top ten projected breakthroughs that executives should be watching out for in the next two to five years? What are their implications and leading indicators.
3. **RECOGNIZE** the drivers of today's accelerating pace of change. Push beyond business-as-usual thinking through exposure to other fields, **drawing connections between seemingly unrelated ideas**.
4. **TACKLE CHALLENGES** in existing strategic focus areas and identify new opportunities in areas not currently in your view. **Establish a portfolio of nearer- and longer-term smart bets**. Harness emerging technologies to **discover what's relevant before they're ubiquitous and it's too late**.

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## ANCILLARY BENEFITS

- 1. Legal/Regulatory/Ethical Implications:** What legal and regulatory environments affect these rapidly changing fields? Do current structures account for future breakthroughs? What are the biggest issues likely to be faced in the future, and what changes should be made to address them?
- 2. Leading Researchers and Companies:** Who are the key thinkers and companies in these fields that you must know about and follow?
- 3. Access to Exclusive Content and Education Materials,** including case studies, white papers and bleeding edge research.
- 4. Maximize ROI on Your Sr. Executive's Time.** The 4-day EB represents one of the most efficient and powerful ways to deliver tools and a vision to very busy Senior Executives.

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## So, WHAT IS YOUR INNOVATION IQ?

### *Questions for Organizations:*

- Do you understand the exponential technologies and organizational practices you can take advantage of right now? In 1-3 years? In 5-10 years?
- What's your strategy for **staying contemporary, progressive, or even relevant?**
- Is your business agile, adaptable, and flexible enough **to fully capitalize on an era of “exponential” innovation?**
- Have you broadened your partner ecosystem to include the right set of **collaborators and contributors?**

### *Questions for CEOs and Executives:*

- Do you understand that the future is increasingly unpredictable **and the threat of disruption is real?** As a business leader, **what are you doing to keep up?**
- How are you evolving your organization to defend market share and remain relevant? **Are you prepared to disrupt yourself before someone else does it for you?**
- When information truly is ubiquitous, when reach and connectivity are completely global, when computing resources are infinite, and when **a whole new set of impossibilities are not only possible, but happening, what will that do to your business?**
- How would a very smart, well-capitalized competitor attack the company's core business? How could it take advantage of exponential technologies to **exploit weaknesses or skim off the most profitable customer segments**

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## MEMBERSHIP LEVELS

**EB is a membership program that pays dividends all year round, and creates value across a broad range of your senior executives.**

### LEVEL 1 MEMBERSHIP

*(For As Many Executives As They'd Like To Participate From Your Company)*

- **4-Day (32 Modules), Hands-On, In-Depth, Immersive EB Learning Experience In Your Offices**
- Cutting Edge Technology & Innovation Curricula
- Expertise in Exponential Technologies & Tools
- Expertise in Exponential Organizations
- Expertise in Disruptive Innovation
- Generate Breakthrough Innovation Ideas

**During these 4 days your company will identify at least 2-3 concrete opportunities for revolutionizing your industry, and a roadmap for how to get there.**

### LEVEL 2 MEMBERSHIP

- **1-Day (8 Modules) EB Custom Program** at your headquarters for your entire company *(can be a mix of executives, employees, and clients)*

### LEVEL 3 MEMBERSHIP

- **Half-Day (4 Modules) EB Custom Program** (All the benefits of Level 2)

### LEVEL 4 MEMBERSHIP

- **60 Min Keynote Session / Executive Briefing (1 Module) + QA** for your Business Event

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## WHY NOW?

Contact:

### **ALEXANDRU CELAC**

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***EB is an invitation-only partnership and  
space is limited to 8 international companies.***

Contact us to set up a one-on-one discussion  
about becoming a member of EB, and  
to learn about our curated breakthrough  
innovation methodology.



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## FAQ

### *Are courses taught in English with discussions in English?*

Yes, courses and lectures are delivered in English.

### *What kind of company is a great fit for EB membership?*

Rather than pursue a single company profile, we seek a diverse community of organizations in order to deliver maximum value to members.

Some of the criteria we use to evaluate prospective members include:

- Forward-thinking C-suite and senior leadership
- Strong senior executive support (ideally a direct line to a CXO)
- Interested in exploring disruptive spaces at their industry's edge
- Recognizing the need to innovate and scale at unprecedented speed
- Actively looking at growth opportunities 2-5 years out
- Committed to doing good in the world (corporate social responsibility)

### *Do companies need to be of a certain size, geography, sector or status to be accepted?*

Level 4: We consider large organizations from across the globe, including for-profits (Fortune 500), nonprofits, government agencies, country/state/city governments and academic institutions.

Level 1-3: We consider businesses from across the globe, ranging from \$5M to \$1B.

Industries ripe for disruption in the next 2-5 years include but are not limited to: Agriculture, Automotive, Construction / Real Estate, Consulting, Consumer Goods, Education, Energy, Entertainment / Media, Finance, Healthcare / Pharma, Manufacturing, Retail, Telecom, and Transportation.