

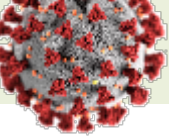


GIMIInstitute
Global Innovation Management Institute

Reactivating our Economies in the New Normal

Julio Fuster, Corporate Solutions España -
Partner del Global Innovation Management
Institute (GIMINSTITUTE.ORG)

| | |
|----------|-------------|
| Bogota | Madrid |
| Bolzano | Mexico City |
| Boston | Sao Paulo |
| Cairo | Seoul |
| Dubai | Shanghai |
| Istanbul | Singapore |



Global Innovation Management Institute Think Tank has been working on the COVID19 pandemic

Our Global Members



Key Messages

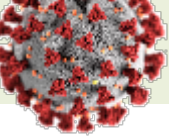
We need to :

- **Open our economy sooner vs. later**
- **Address individual's fear of getting sick or making other's sick**
- **Use safe solutions that are practical, culturally-sensitive and economical**
- **Do this at scale within industries and across industries**
- **Use this crisis to modernize our businesses**

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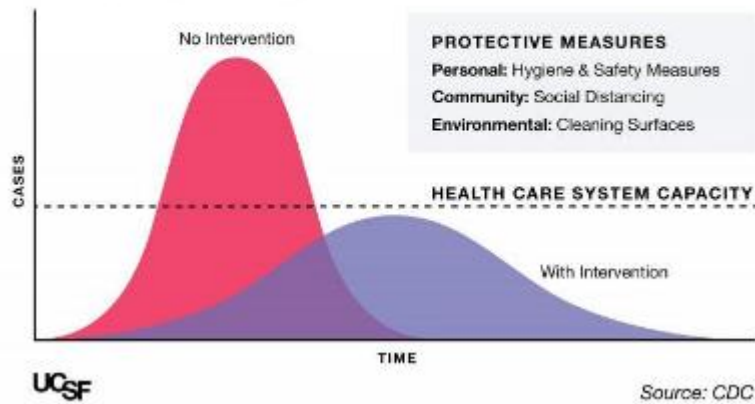


Social distancing to flatten the Corona Virus infection curve is critical to manage the pandemic

Flatten the Curve

Flatten the Curve

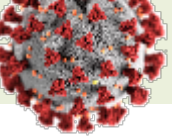
Collective action can limit the rise of new COVID-19 infections and help hospitals manage increased demand for care.



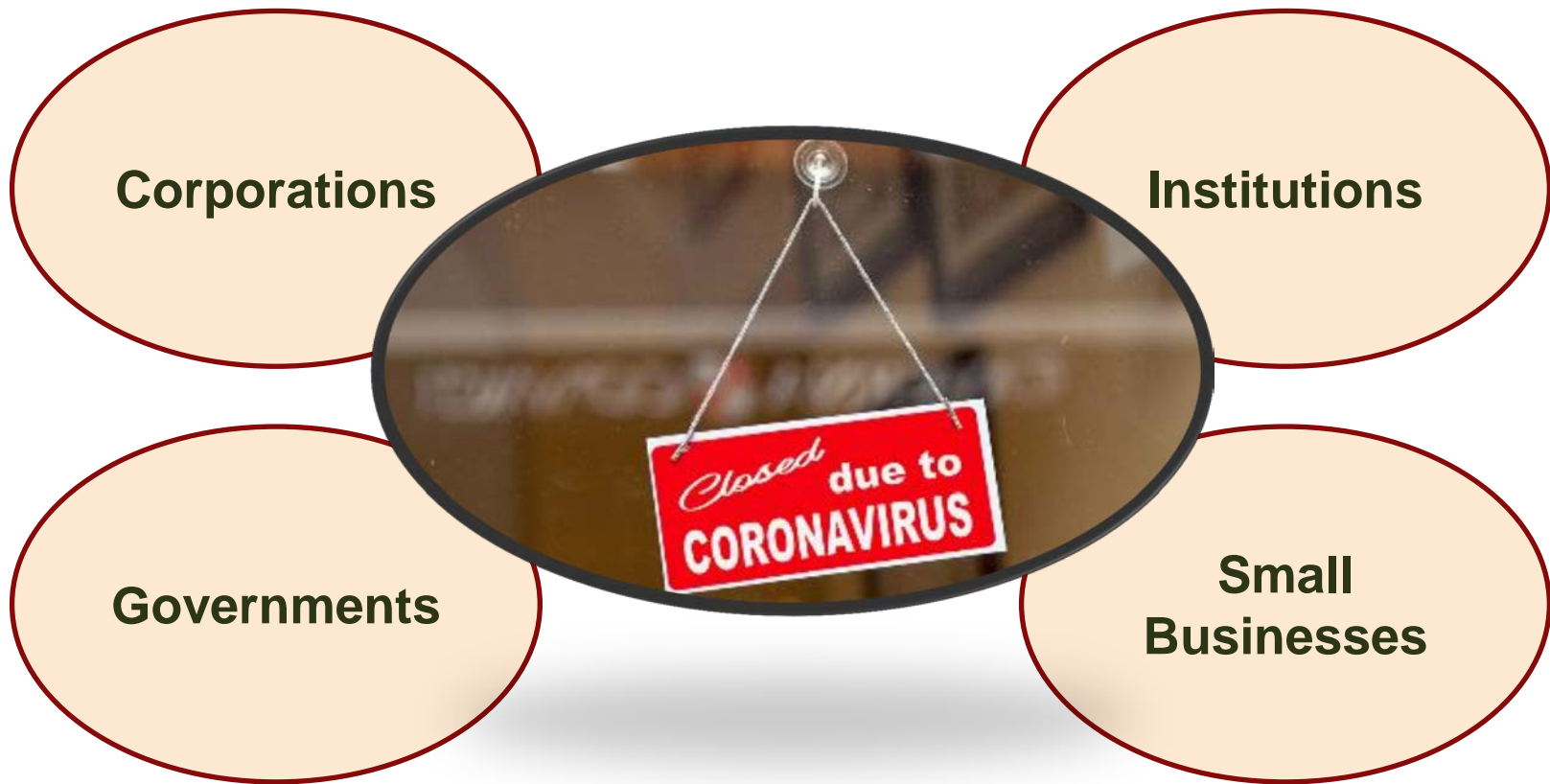
Social Distancing



It seems that we are being successful with this strategy

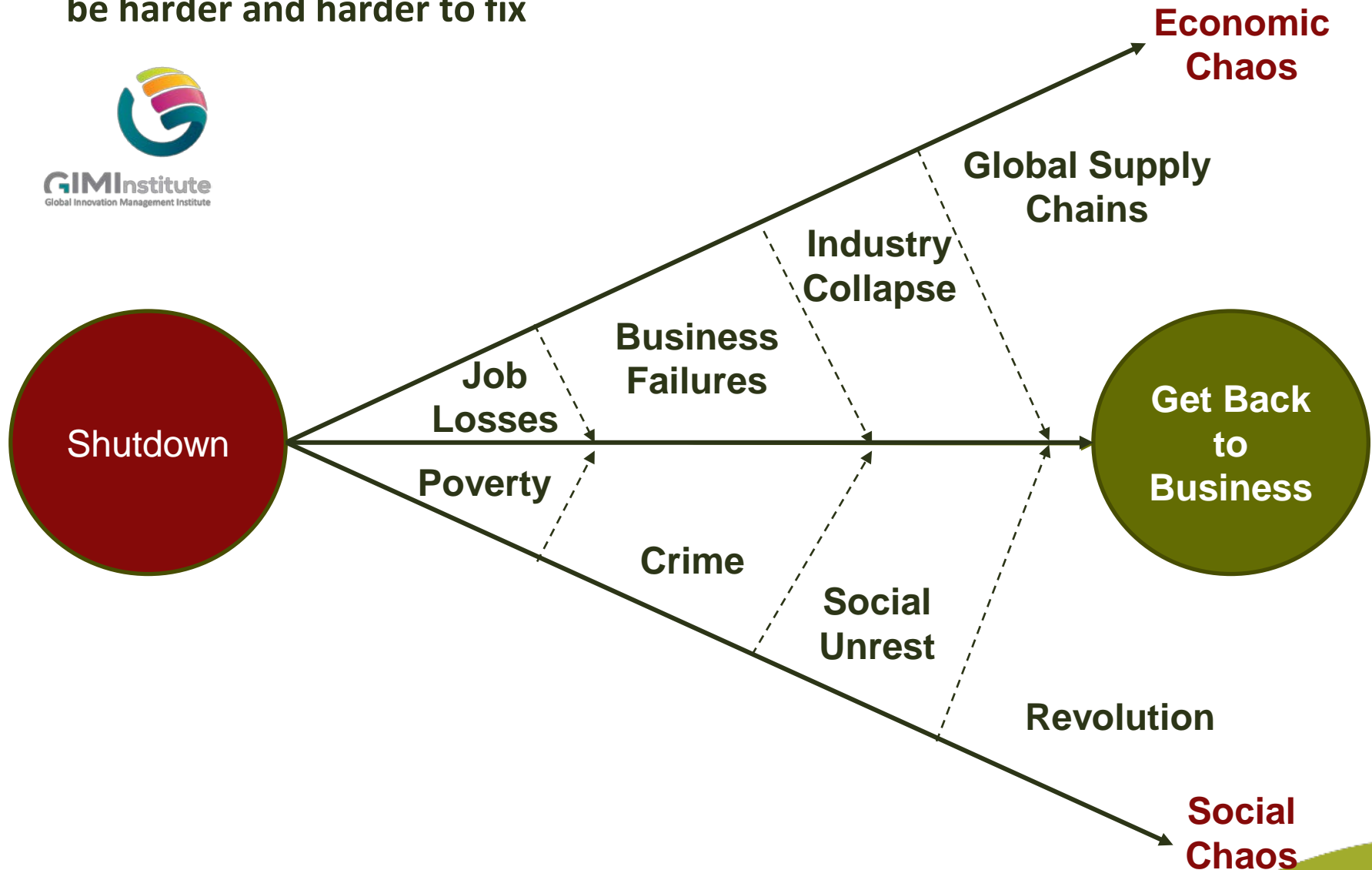


Resulting in shutdown and slowdown of governments, corporations, small businesses, non-profits, and institutions



This is killing our economy!

Waiting to get back-to-business will create economic and social chaos that will be harder and harder to fix

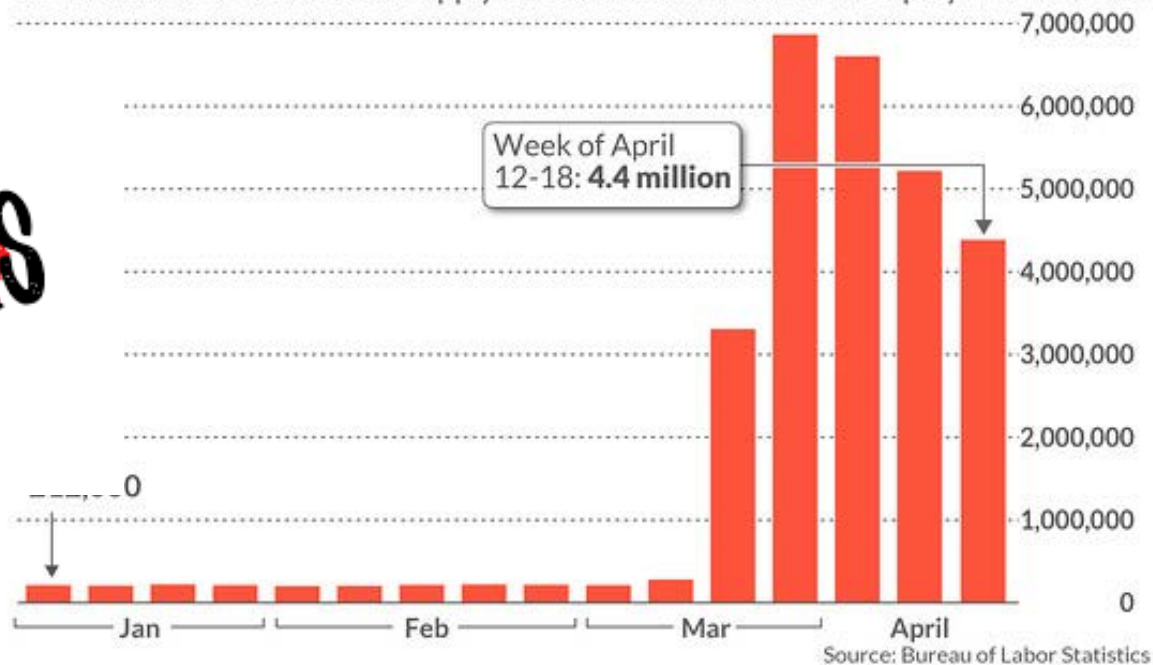


The visible cost of not opening the economy – Job Losses

JOB LOSSES

New jobless claims in the U.S. still surging

Record number of Americans apply for coronavirus-related unemployment benefits



- Over 40 million Americans have filed for unemployment during the pandemic—real jobless rate over 23.9%
- India jobless numbers cross 120 million in April

The visible cost of not opening the economy – Business Closing

JCPenney

Neiman Marcus

Pier 1 imports®

Avianca



BANKRUPTCY



Hertz®

DEAN & DELUCA

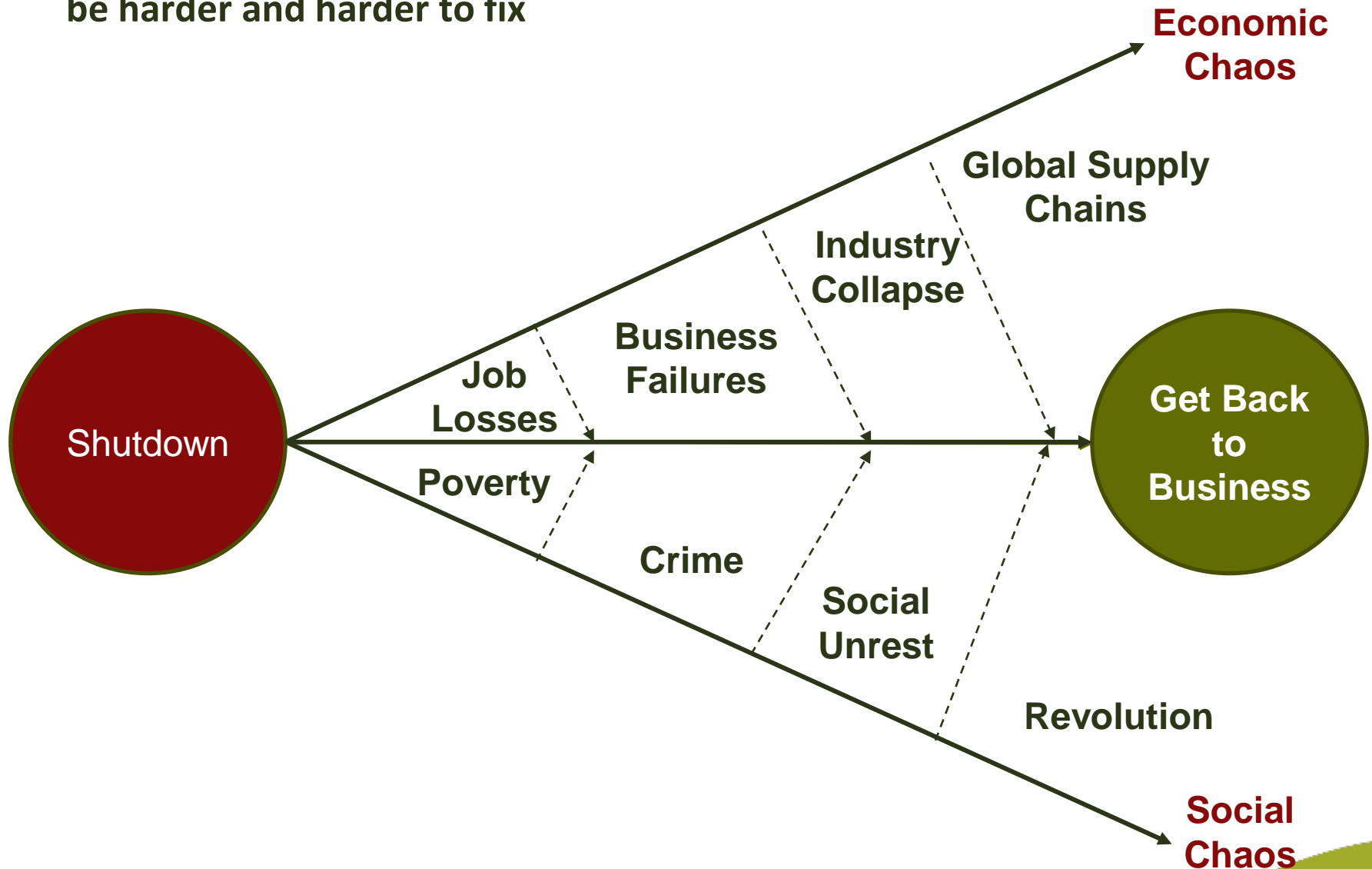
J.CREW

CMX
CINEMAS

The visible cost of not opening the economy – protests and riots



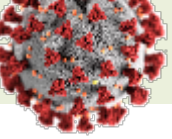
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We have to get back-to-business in the new-normal

**Back
To
Business**



However, the unintended consequence of this action is Fear and Distrust



Fear



Distrust



People express a range of fears and ways to feel safer

What we hear personas say



“Don’t let me touch any surfaces that others might have touched!”



“Just let me do it, so you don’t have to get close to me”



“Let me be there without being there!”



“If it or he is certified clean, then I am OK!”



“Give me a barrier that stops the virus from getting to me!”



“Let someone else do the unsafe activity while I interact from far!”

Back to normal will only happen if we have vaccines, real-time testing or move our at-risk population into isolation

1

Vaccines



2

Real-time Testing



3

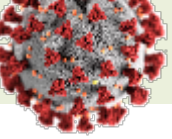
5X Hospital Beds



4

Isolating At-Risk Population





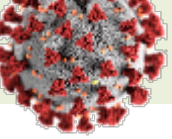
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Key Messages

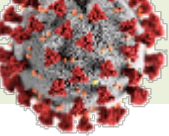
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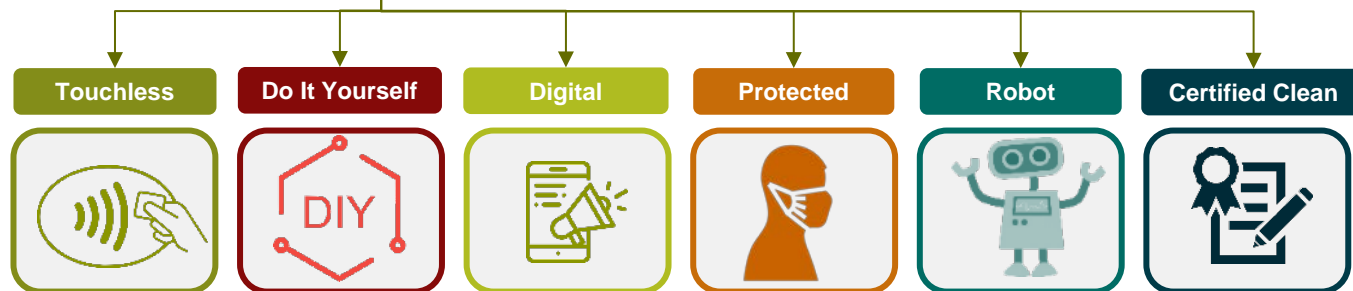
However, we don't mean traditional "Six-Foot-Apart solutions that are not practical, culturally-sensitive and economical

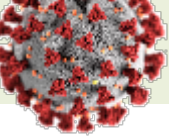




Two-Meter

We will use our database to identify solutions and vendors to help organizations identify and implement solutions





Two-Meter

We need innovative solutions beyond the obvious Six-Feet-Apart solutions that are safe, low-cost, actionable and differentiates

Innovative Solutions beyond obvious “Six Feet Apart” Solutions



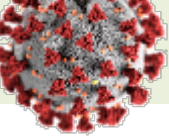
That are Safe

Decrease
Fear

Create
Competitive
Advantage

Develop New
Business
Models

Increase
Trust



Now we can interact and do things without having contact using touchless solutions



Touchless

“Don’t let me touch any surfaces that others might have touched!”

Keypads



Holographic contactless touch for elevators

End of Panels?

Shopping



AI enabled self checkout shopping cart

End of Cashiers?

Locks



Ultrasonic contactless access control

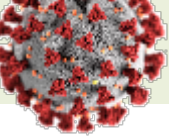
End of Keys?

Delivery



Driverless and contactless food delivery

End of Drivers?



DIY solutions allow users to learn and put things together by themselves avoiding unsafe activities outside home



Do It Yourself

“Just let me do it, so you don’t have to get close to me”

Farming



Grow your own
fresh-produce at
home

End of Farming?

Medical Test



Portable 5 min
COVID 19 test
at home

End of Labs?

Salon



Home coaching
to do haircuts at
home

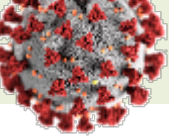
End of Salons?

Check-in



Digital hotel
check in express
kiosks

End of Reception?



Digital and Virtual solution allow you to be anywhere anytime without being physically there



Digital/Virtual

“Being almost there without the commute and fear of someone sneezing on me!”

Digital Ordering



Digital menu cards and payments

End of Menu Cards?

Virtual Summit



Virtual expo and summit using 3D environment

End of Conference Halls?

Digital Tracker



AI Enabled social distancing tracker for companies

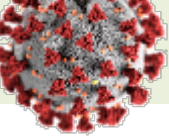
End of Contact tracing?

Virtual Tour



AR enabled virtual tour of all Disney parks

End of Theme Parks?



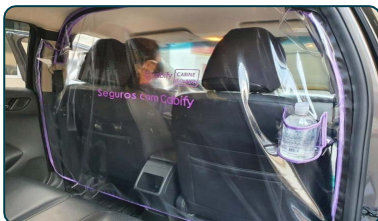
Protective barriers help spread of virus and yet allow people to do the essential tasks



Protective Barriers

"Give me a barrier that stops the virus from getting to me!"

Isolate



Physical barrier that allows you to take safe rides

End of Casual ride?

Distance



Social distancing tracking wearable device

End of crowding?

Disinfect



Disinfection Tunnels at entry gates

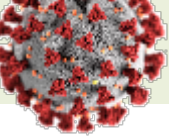
End of unclean?

Transparent

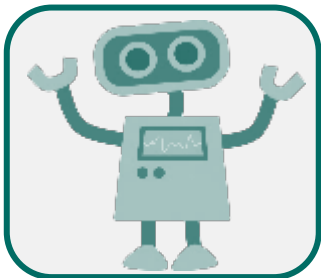


Sneeze guard to see and talk to people

End of Bagging?



Robots are doing the “unhygienic” jobs while keeping people in safe locations



Robot

“Let the robot do the unsafe work while I supervise from far!”

Doctor



5G powered robot nurses keeping doctors safe

End of Nurses?

Cleaner



UV powered auto disinfecting robots

End of Disinfectants?

Shelf Stocker



Retail robot replacing empty shelf

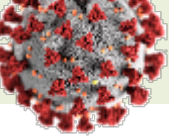
End of stockouts?

Pharmacist



Robotic Medication Pack Dispensing

End of Pharmacist?



Certified Clean solutions allowing both companies and users to earn and gain trust and reduce fear



Certified Clean

“Willing to work with certified clean (a) things or (b) people!”

Blockchain Tech



Blockchain
tracking To Stay
Covid-19 Free

End of Monitoring?

Thermal Screening

Rokid



Fever-Free
individuals, only!

End of Casual?

Immunity Passport



Only healthy
people can travel

End of Unhealthy?

Real Time Testing



Validate healthy
in real time!

End of Waiting?

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Overcoming the Fear for All Stakeholders



For each stakeholder, we need to identify the different types of personas



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Company

Stakeholder to Map

Restaurant
& Bar



Suppliers

Employees

Customers

Customer Personas

Bring-to-Me Mike



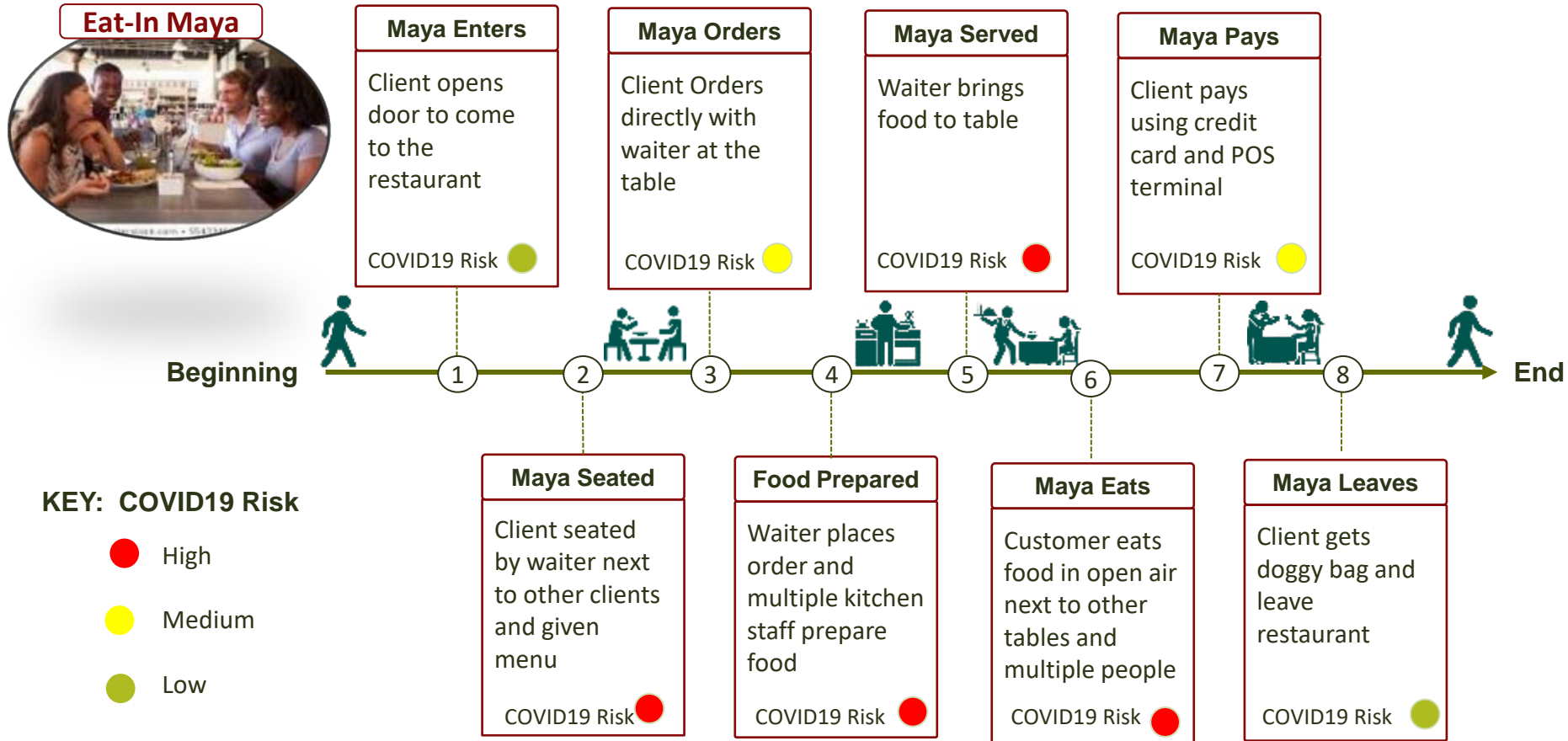
Pick-Up Juan



Eat-In Maya



For each persona, we map the persona's journey with the company



However, we don't mean traditional "Six-Feet-Apart solutions that are not practical, culturally-sensitive and economical



We will use our database to identify solutions and vendors to help companies identify and implement solutions

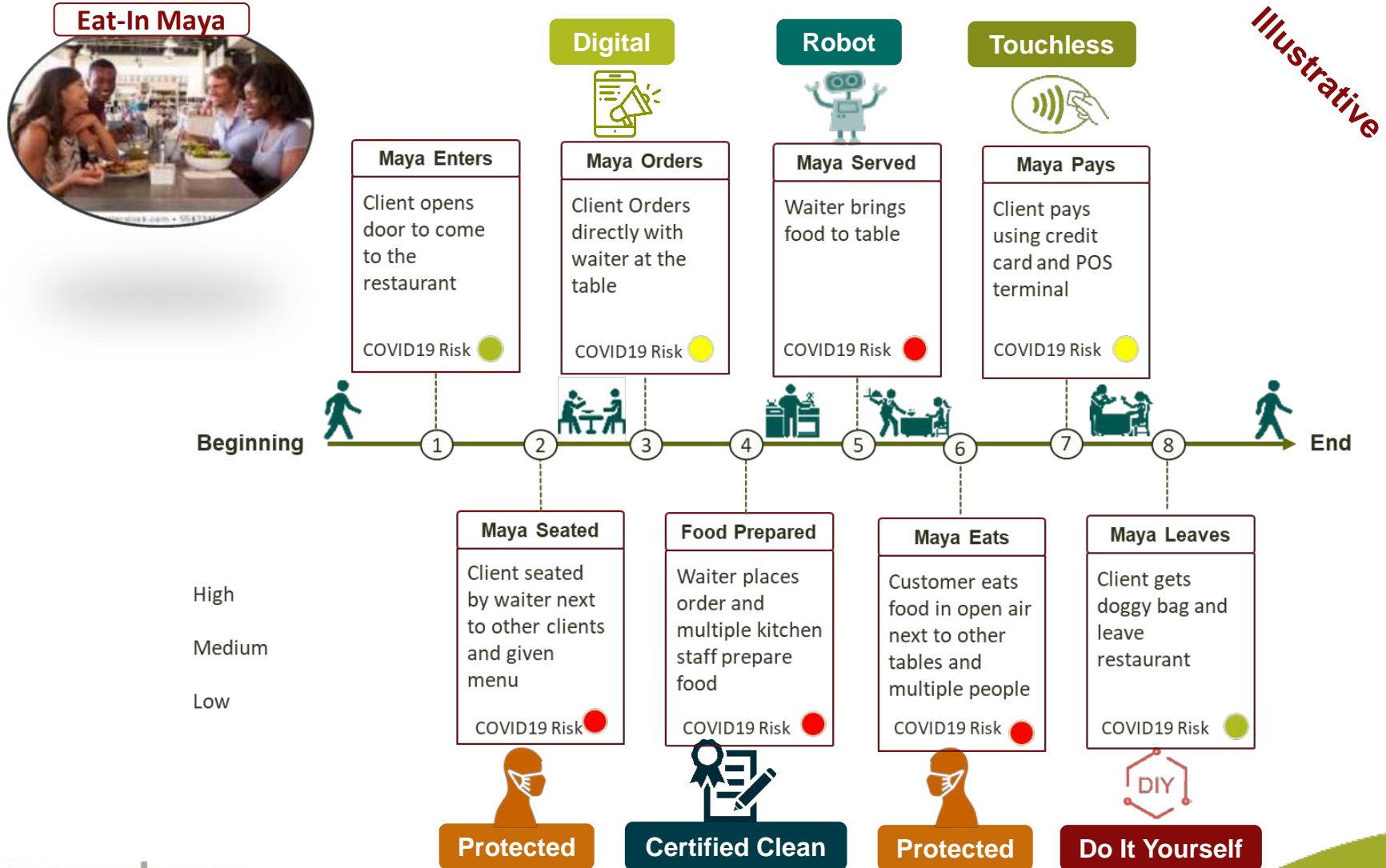
Database of Innovative Solutions and Vendors



100+ solution case examples by various strategic themes




For each unsafe process, we find solutions from our global database of beyond six-feet-apart solutions that are low-cost and easy to implement

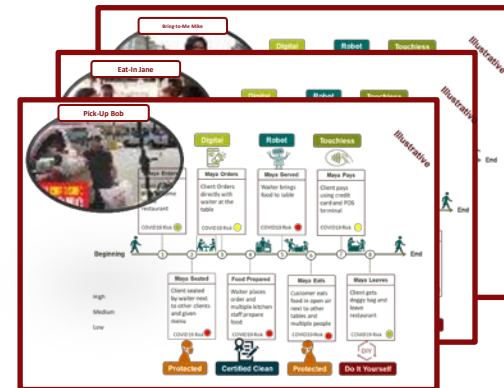
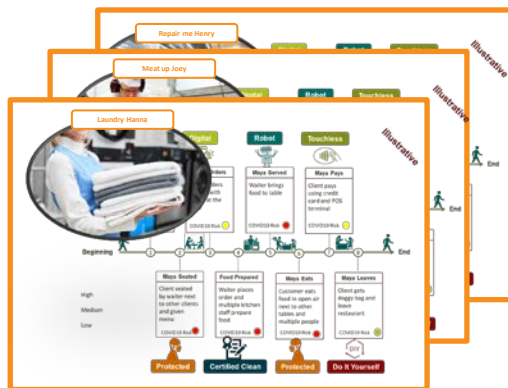


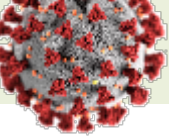
For the hotel Industry we have identified different solutions and list of potential solution providers

Illustrative

| | <i>Solutions</i> | <i>Application</i> | <i>Vendors</i> | |
|---|---|--|---|---|
| 1 |  | Holographic contactless touch for elevators |  |  |
| 2 |  | Ultrasonic contactless access control |  |  |
| 3 |  | Thermal Screening Google Glass for security guards |  |  |
| 4 |  | Disinfecting robots for cleaning rooms & Lobbies |  |  |
| 5 |  | Digital check in express kiosks |  |  |

For each stakeholder, we will create a range of personas and develop solutions to be able to get back to business safely





What can you do?

If you are a leader of



A SMALL COMPANY then drive your company to make all your unsafe processes Covid19-friendly



A BIG COMPANY then drive companies in your Value Chain to make all their unsafe processes Covid19-friendly



An INDUSTRY ASSOCIATION then drive companies in your sector to make all their unsafe processes Covid19-friendly the the industry

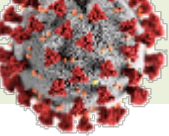


A City or Region then to make all your unsafe processes Covid19-friendly

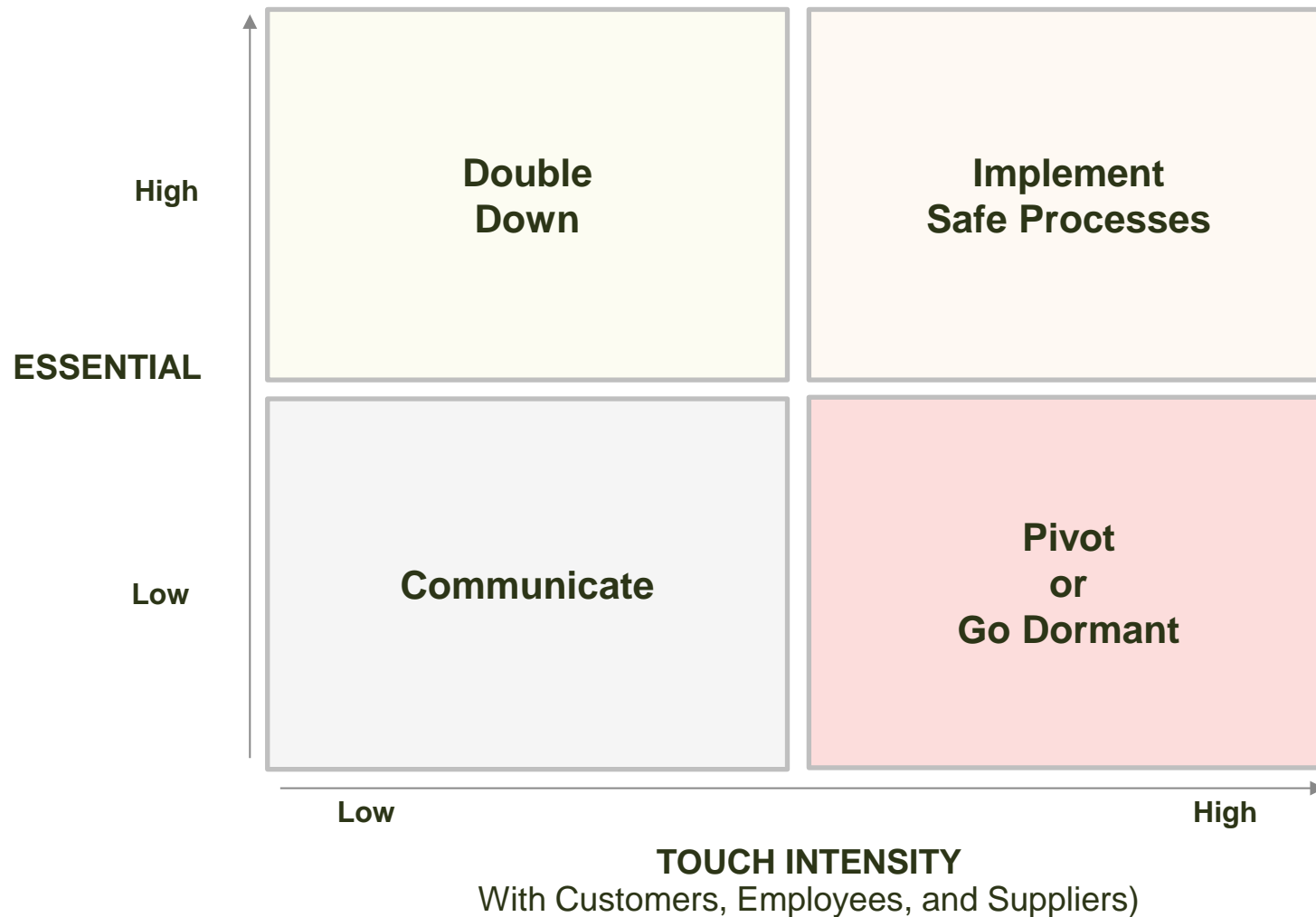
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Not all industries and sectors are equally affected



IXL-Center is a global innovation firm with a unique heritage in consulting and education, and helped found the Global Innovation Management Institute (GIMI)



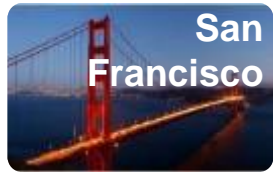
Boston



Dubai



London



San Francisco



Shanghai



Sao Paulo

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Innovation Consulting and
Capability Building

2007



2009

2002
MONITOR GROUP

1985
Arthur D Little

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Consulting**

2003
HULT International
Business
School

1964
**ARTHUR D. LITTLE
SCHOOL
of MANAGEMENT**

**Management
Education**



**Bolzano
Italy**



Cairo



Istanbul



Seoul



Singapore

Thank you

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