

Welcome to the ExO Summit Dubai 2019

It is our pleasure to welcome you to the first Dubai ExO Summit held by OpenExO. We are really excited to have you take part in this summit and share your vision with us. Together we will embark on a journey that will give you the essential toolset to transform your organization into an exponential one.

Come onboard, we are heading to the future.



About ExO

OpenExO & ExO Works



OpenExO is the world's leading ExO transformation ecosystem made up of more than 1,000 clients, investors, consultants, coaches, collaborators, tech leaders and innovation specialists. Together with service providers and partner organizations we help businesses, institutions and people transform for the future by implementing and evolving the ExO Model and practices.

www.openexo.com



ExO Works helps Global 5000 companies learn to disrupt themselves in order to better prepare for the future. We use the 10-week ExO Sprint to shift mindsets while our unique coaching approach builds innovation skill sets at companies including P&G, TD Ameritrade, Visa, Stanley Black & Decker, and Boston Scientific. Our proven process enables our customers to develop their own breakthrough ideas, while also disarming the corporate antibodies that fight innovation. www.exo.works

The future is now



The 4th Industrial Revolution is a reality. It represents a convergence of technological capability, intelligence and connectivity. It is a merging of new technologies that blur the lines between what's physical, digital and biological.

There is no doubt all industries will be impacted, but only exponential organizations will be able to ride the wave. In this summit you will discover the ExO Model with a focus on the ExO Sprint and you will get the toolset you need to shift toward an exponential mindset to become a disruptor in your industry.



ExO Sprint

The ExO Sprint is the game changer for transformation. It provides a learn-by-doing approach to finding a business model that connects with abundance, overcomes the challenges organizations typically encounter when attempting transformation and builds innovation capability into your teams. ExO Sprints result in actionable ExO projects that transform an existing businesses into Exponential Organizations.

2 Streams

Core Stream

Focused on innovation:

adapting to external industry disruption without changing the existing business model.

Edge Stream

Focused on disruption:

creating the next generation of organizations (new businesses outside of the existing organization), which will eventually lead the industry.

Pre-Sprint Planning

Scope, ambition and goals are set and logistics are prepared

Awake Session

Keynote presentation mapping the latest evolution of exponential technologies and their impact

Align Session

Training on the methodology that helps understand key concepts to successfully go through the Sprint

Discover

5 work assignments over 5 weeks guiding participants through the first phase of the innovation process, focused on preparing disrupting initiatives

Disrupt

Selected initiatives are presented to external specialists who give feedback to be incorporated

Build

Second series of 5 assignments focusing on building an MVP to be presented to the senior leadership of the organization

Launch

Final presentation where selected initiatives are presented, final feedback is given and financial resources are allocated

You can find all the sprint details in the best-selling book *Exponential Transformation*, written by Francisco Palao, Michelle Lapierre and Salim Ismail.

ExT Book

Exponential Transformation is a step-by-step guide to lead your organization toward a new mo-

del. Gain a new understanding of the world around you thanks to the game-changing ExO At-



tributes and navigate industry disruption to change the world for the better.



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ExO Speaker

Salim Ismail

THOUGHT LEADER



Co-founder and chairman at OpenExO, board member at Prize Foundation and keynote speaker, Salim is a leading technology strategist who launched the global ExO movement with his bestselling book *Exponentials Organizations*.



After studying ExOs for several years, he distilled their characteristics into the 11 attributes that comprise the ExO Sprint model. Salim provides a captivating framework for understanding how to recognize and adapt in this new age, as well as thrive within it.





Francisco Palao, PhD.

CO-FOUNDER AND VICE CHAIRMAN OF OPENEXO

Francisco is an award-winning innovator who has inspired and advised organizations around the world to design and implement disruptive innovation strategies for various industries including energy, health, finance, retail and insurance.

In addition, Francisco collaborates with leading business schools and universities, such as Singularity University and IE Business School teaching on entrepreneurship, disruptive innovation and exponential technologies.

Emilie Sydney-Smith

CEO OF EXO WORKS

Emilie brings 20 years' broad experience in energy technology screening and commercialization, private equity, capital raising, business development, due diligence, investment, keynote speaking and project management. Emilie helps compa-

nies to grow exponentially via an action-oriented approach to futuristic strategic planning.





Jaroslav Dokoupil

CEO OF OPENEXO

Jaroslav is a consultant, entrepreneur and trainer working at the intersection of leadership, innovation, technology and sustainability. He has 15 years of global experience having worked with clients in over 30 countries. During his career,

he has designed and delivered close to 10,000 hours of programmes, sessions, workshops and interventions to corporate, entrepreneurial, public and NGO clients.

Corina Almagro

CHIEF MARKETING OFFICER AT OPENEXO

Corina brings more than 3 years of ExO coaching practice in different industries and company sizes. Prior to ExO, she held numerous marketing positions at Deutsche Bank and HP in Europe and the United States that provided her with a deep understanding of how organizations work and

the internal challenges they face when it comes to innovation and disruption. Her 5 years of intrapreneurship experience in Silicon Valley made her a leading expert in the Experimentation Attribute and how to apply the latest technologies for exponential growth.





Edwin Moreno

MARKETING CAMPAIGN MANAGER AT OPENEXO

Former alumnus of Singularity University at NASA Ames in Silicon Valley and founder of the Surfing Digital movement, Edwin is OpenExO Ambassador for Mexico and Campaign Manager in charge of the digital funnels for the brand.

He also worked as an advisor for the former Mexican Senator Armando Rios Piter and implemented the ExO Sprint methodology for his presidential campaign.

Paul Epping

MASTER DISRUPTOR AT OPENEXO

Paul provides strategic and innovation consulting for healthcare, education and governments, using the latest insights of exponential technologies such as AI, genomics, biotech, robotics, blockchain and 3/4D printing. He is a member of the

GGAR, a work group of thought leaders in AI, founded by the ministry of AI in the UAE. Currently he is the chapter lead of Singularity University in Dubai, Coach, Trainer and Ambassador at the ExO ecosystem.



Luciana Ledesma

HEAD EXO COACH

Luciana is a global tech entrepreneur, and certified ExO Coach who helps corporations such as Stanley Black and Decker, HP, Visa, TD Ameritrade establish new ventures and wisely adopt technologies to transform their businesses and enter new markets. She also works with cities and regions creating ventures that address social challenges. She is the founder of AI Dragons, a technology and people's transformation company that develops and promotes the emergence of technology use cases and

businesses to create amazing opportunities for humanity.





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ExQ

Ready for the ExO Summit Dubai 2019? Find out how exponential your organization is by taking this ExQ Survey and discover how to transform the future with us in today's sessions.

The journey is just about to start, welcome onboard!



Program

April 20, 2019

- 8:00 - 9:00** Registration and networking breakfast
- 9:00 - 10:00** Opening remarks & wakeup keynote by Salim Ismail
- 10:00 - 12:00** **Session 1:** Core Initiatives
- 12:00 - 14:00** **Session 2:** Edge Initiatives
- 15:00 - 18:00** **Session 3:** Disruptive business model development
- 18:00 - 19:00** Award ceremony & wrap-up by Salim Ismail

Note: Sessions include keynote speeches and interactive workshops