



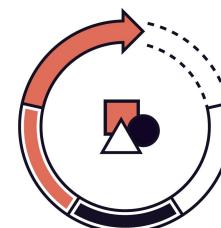
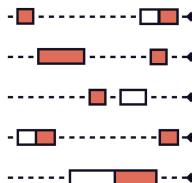
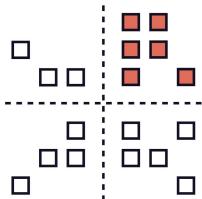
LET'S BUILD SOMETHING GREAT
TOGETHER

DESIGN THINKING | CONSUMER & ENTERPRISE APPLICATIONS | IOT SOLUTIONS

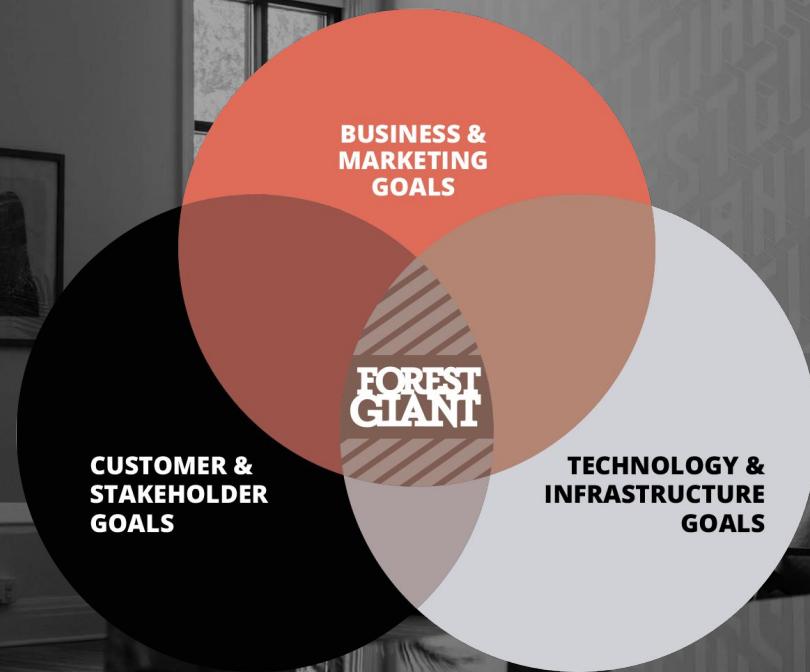
WE USE DESIGN THINKING TO DRIVE INNOVATION

Empathy + Experimentation = Innovative Solutions

EMPATHIZE **DEFINE** **IDEATE** **PROTOTYPE** **TEST** **IMPLEMENT**



OUR DESIGN LED STRATEGY FOCUSES ON DEVELOPING SOLUTIONS IN THE SERVICE OF PEOPLE



TRANSFORMATIVE DIGITAL WORK EXAMPLES

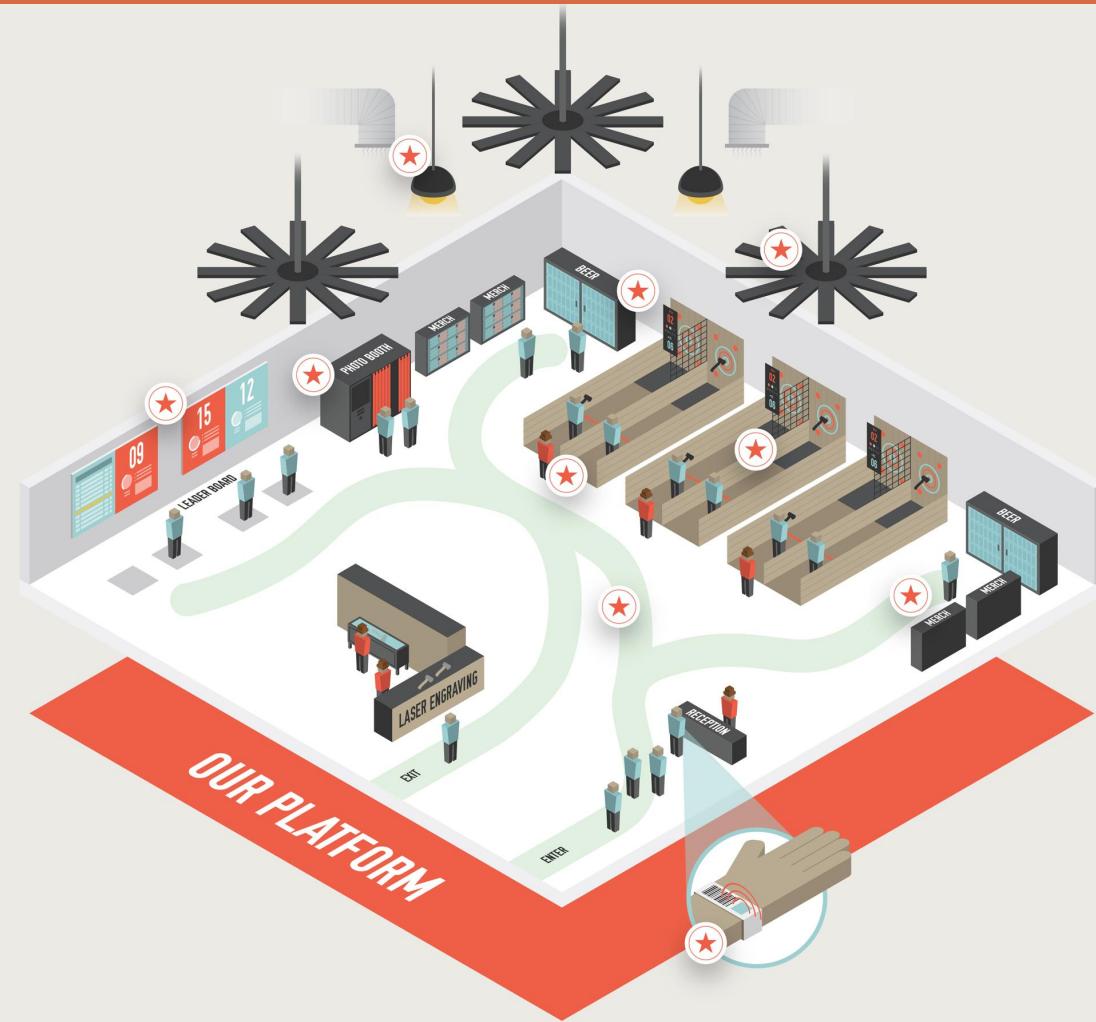


FLYING AXES

In Canada, the runner-up to hockey is axe-throwing. Forest Giant saw an opportunity to bring this sport to the states. In doing so, they wanted to add a point of differentiation - technology, which has proven to be a lucrative test bed for device connectivity. Our IoT playground.



FLYING AXES

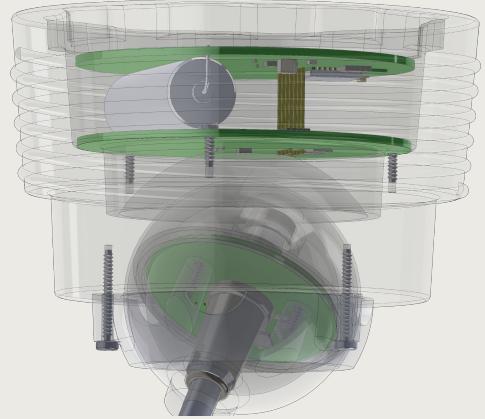
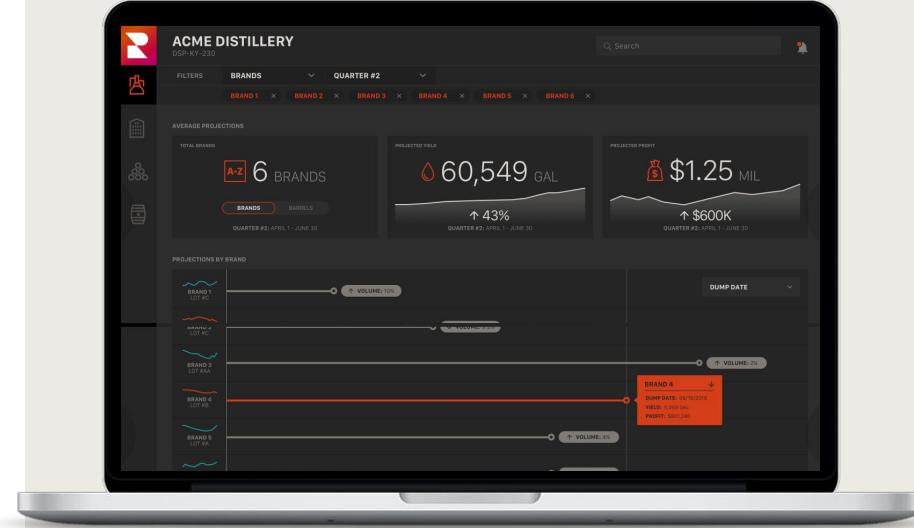
HARDWARE INNOVATION

ROTH RIVER

The bourbon industry has a problem, they can't predict yield.

We are creating smart rickhouses and a series of devices that provides access to data never seen before. Think moneyball for bourbon.

By creating smart data, we create unique applications for many different users that provides increased operational efficiency and improved brand management for increased revenue opportunities.



STARTUP PROTOTYPING

RALLY78

This strategy has set our client up for successful partnerships in the tennis industry, and prepared the application for scalable growth and new features as the company and brand expand into new markets. The end result is an app that is beautifully designed, easy-to-use, and poised for success in the tennis market.



CONNECTIVITY & DATA

BIG ASS FANS

Forest Giant simulated and prototyped connectivity before mass production. Custom applications were developed to provide control of fans, lights, and HVAC units in any warehouse environment, driving energy efficiency opportunities for their client base.

This digital transformation was key in helping them grow from \$250M to \$750M annually.



FACILITY CONTROL

GE GLOBAL

GE Aviation wanted to showcase the power of their new industrial internet platform, Predix, to major airlines around the world. To do so, they needed to take applications that lived in a desktop and bring them into immersive, 10,000 square foot environments.



INTERNAL OPERATIONS

MYGEA

Forest Giant worked with GE to identify and combine 12 disparate applications that drove internal operations and provided data to their customers into one unified global platform.

The end result was 100% adoption, 80% decrease in clicks, and quantified operational efficiency across the organization.

My Application powered by GE Business

Filter 01 New Tab

Family Model ESN Flight Hours since new

GE90 76B 1234 Q

123456 100000 Hours 123457 100000 Hours 123458 100000 Hours 123459 100000 Hours

123456 123456 123456 123456 123456

CNR

Issue Date	A/C Type	Aircraft Position	Probable Root Cause
01/02/13 05:42 GMT	737-300	N2011A (1)	Core Deterioration
01/02/13 07:18 GMT	737-300	N2011A (2)	Fan Imbalance or Relube Required
01/03/13 12:22 GMT	737-300	N2031A	Core Deterioration
01/01/13 06:38 GMT	737-400	N2071A	Core Deterioration
01/10/13 15:42 GMT	737-800	N2021A (2)	Fan Imbalance or Relube Required
01/10/13 15:42 GMT			Fan Imbalance or Relube Required

Delta Core Speed (%)

0 0.5 0.7 0.8 0.9 1.0

-0.5 -0.4 -0.3 -0.2 -0.1 0.0 0.1 0.2 0.3 0.4 0.5 0.6 0.7 0.8 0.9 1.0

07/1/10 01/1/11 07/1/11 Date Time

MacBook



PRODUCT EFFICIENCY

DESIGN KIT

The way applications were built across GE Aviation was fragmented for many years. Utilizing our **Product**

Valuation Solution, a

universal Design Kit was constructed to bring a consistency across all applications built within the organization. The project laid the foundation for the design language that is now inherent to the new global industrial internet platform - Predix.



The image is a collage of screenshots from a UI design system documentation site, arranged in a non-linear, overlapping fashion. The components shown include:

- Buttons**: A section showing different button types: Primary, Secondary, Tertiary, Success, Warning, Danger, Inverse, and Action.
- Controls**: A section showing input fields, checkboxes (Default, Checked, Unchecked), and dropdowns (Default, Opened, Unchecked).
- Icon Buttons**: A section showing various icon-based buttons.
- Tables**: A section showing tables with different styles: Default, Striped, and Bordered.
- Labels, Badges & Alerts**: A section showing labels, badges, and alerts with different colors and message types (Info, Success, Warning, Danger, Inverse, Action).
- Typography**: A section showing different heading levels (Heading 1, Heading 2, Heading 3, Heading 4, Heading 5, Heading 6) and a code example for a basic block.
- Navigation**: A section showing supplementary navigation with basic tabs and stacked tabs.
- Search Utilities**: A section showing search input fields with placeholder text.
- Code**: A section showing the underlying HTML and CSS code for a button component.
- Loading Indicators**: A section showing progress bars (Basic) and activity indicators (Spinners).

Each component includes a brief description and a code snippet for its implementation.

INNOVATION IS A GROWING, GLOBAL, SOCIAL AND ECONOMIC IMPERATIVE



84% of executives consider their future success to be extremely dependent on innovation.

80% of executives think their current business models are at risk to be disrupted in the near future.



DESIGN LED INNOVATION HAS A PROFOUND IMPACT ON ROI

GENERATE 32%
MORE REVENUE

56% HIGHER TOTAL
RETURNS TO
SHAREHOLDERS



THANK YOU



OUR FIVE INNOVATION TAKEAWAYS

- Operate as a learning organization & incorporate design thinking principles
- Define problems before solutions
- Collaborate with internal team members and customers
- Make information visible and interactive
- Make the process exciting & eye-opening

**WE LOOK FORWARD TO
WORKING WITH YOU**

SHOOT US A NOTE