

## Executive Innovation Insight

### Description of the Service

## DeltaHedron's *Executive Innovation Insight* Service

### 1. Context

DeltaHedron's *Executive Innovation Insight* service is a personalised and interactive technology intelligence and decision-support service intended for corporate executives, decision makers and members of governance boards. It is designed to keep the client informed about relevant developments in emerging technologies of importance to his/her business with a view to assessing the impact, opportunities, risks and threats to the company; and to provide regular strategic dialogue between the client and DeltaHedron, aimed at facilitating interactive decision support.

The *Executive Innovation Insight* service has at its heart a close relationship between DeltaHedron and the client. This allows us to tailor the delivery of the service to the client's specific requirements, preferences and style of work.

### 2. Service elements

The *Executive Innovation Insight* service consists of a number of elements which can be provided to a client, either as a bundle or as individual elements, viz.

1. e-Journal
2. e-Report
3. Consulting and related services
4. Training and presentations

#### 2.1 e-Journal

- Delivery of regular news alerts, updates and related material (described in Section 3) pertaining to emerging technologies and related topics relevant to the client. These are delivered to the client via an electronic e-journal (on a platform) at a frequency and on dates as agreed with client. e-Journals are read on a computer or mobile device with internet access.
- A client may also choose to include regular strategic discussions (see Section 4) to discuss the emerging technologies referred to above, as well as the impact, opportunities, risks and threats which they may present to the client's business. This option will be specifically specified in the proposal.
- A client may also choose to receive a summary of the major thrusts of the material covered in an issue of an e-journal. This is typically provided separately as a document with hyperlinks. This option will be specifically specified in the proposal.

#### 2.2 e-Reports

- Delivery of one or more reports in electronic format. In addition to providing references to relevant sources (see Section 3), an e-report will also contain our analysis of the material with an executive summary. The scope and thrust of the analysis are agreed with client before the commencement of the project. Should the analysis and/or references to sources (which are presented in an Appendix of the e-report) be voluminous, the main report and appendix are usually presented in two different documents.
- A client may also choose to include regular strategic discussions (see Section 4) to discuss the contents of the report. If so, it will specifically be specified in the proposal.

- An e-report is best read on a computer or mobile device with internet access. The client can also print a hard copy of the report (mindful that the hyperlinks to the external sources as well as navigation in the document will then be inactive).

### 2.3 Consulting and related services

DeltaHedron can provide ad hoc consulting and related services on matters within its field of knowledge and expertise. The nature of the consulting and related services, including the scope, time schedule, outcomes and deliverables as well as costs will be set out in a proposal and agreed with the client before the commencement of the project.

### 2.4 Training and presentations

DeltaHedron can provide training, including short courses and executive education, the presentation of keynote addresses and presentations at conferences and symposia, to the client and the client's clients, management and governance structures, employees and other stakeholders. The nature of these, including the scope, time schedule, outcomes and deliverables as well as costs will be agreed with the client before the commencement of the project.

## 3. Sources and copyright

- DeltaHedron monitors developments in a wide spectrum of emerging technologies by scanning publicly available open sources on a continuous basis. This enables us to provide the client with curated alerts to recent news articles and related material on emerging technologies and related areas of interest, typically in the format of e-journals or e-reports.
- We do not reprint content from third parties, but instead provide the client with references to the material, typically in the form of URL links. DeltaHedron adds value by locating and curating the material, identifying material relevant to the client and delivering the references to the client, conducting interactive strategic dialogue with the client, and maintaining a capability to conduct further work. Academic and peer-reviewed journals, conference proceedings, commercial market research reports and patents are generally not included.
- Clients are directed to the original sources via URL links to online articles and resources. DeltaHedron does not own the copyright to third-party content. Clients should observe fair use and other related copyright legislation when using or referencing such material to which they have been alerted to by DeltaHedron. DeltaHedron does own the copyright to original material which it produces. Unless otherwise indicated, clients can reproduce this material, provided that the material is properly referenced and recognition given to DeltaHedron as the source, unless agreed otherwise.
- DeltaHedron takes reasonable professional care in collecting and reporting of the information from external sources and third parties, but does not independently verify, validate or audit the content to verify accuracy or completeness. The views provided in the articles referenced by DeltaHedron are those of the authors. DeltaHedron does not necessarily subscribe to the views presented in the material referenced, except where specifically indicated as such. The intention is to provide clients with a broad range of inputs, sometimes with opposing or juxtaposed views.
- The material referenced in e-journals and e-reports should not be used as a substitute for consultation with professional advisors. The material should be treated and used by clients as one would normally do so for news articles published in the open press.
- DeltaHedron does not endorse any of the companies and organisations, services, products or brands mentioned in the references, unless specifically stated otherwise.

## 4. Strategic dialogue discussions

- If required by the client, the *Executive Innovation Insight* service can include strategic dialogue discussions between the client and DeltaHedron as a part of any of the service elements. If so, this will be explicitly stated in our proposal and/or the client's order.
- The strategic dialogue discussions will be conducted via telephone, other electronic audio/teleconference/video channels or in person, as agreed with the client. The discussions will normally be scheduled in advance at a time convenient to both parties, although DeltaHedron will do its best to accommodate clients at short notice.

## 5. Pricing

The *Executive Innovation Insight* service is flexible and tailored to a specific client's requirements, including requirements with regards to the spectrum of emerging technologies of interest to the client. Following a discussion to assess the client's requirements, an individualised proposal will be provided, which will address the scope of the work, time schedules, deliverables as well as costs, VAT requirements, payment schedules as well as a date on which the offer in the proposal expires.

DeltaHedron will commence with the work on receipt of the written confirmation of the acceptance of the proposal by the client. This can be provided via email or text message.

## 6. Terms and conditions

Please also refer to the Service Terms and Conditions governing the *Executive Innovation Insight* service available on our website ([www.deltahedron.co.uk](http://www.deltahedron.co.uk)), specifically noting the limitation of liability clauses.

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