



**COULD YOUR COMPANY USE
\$30,000
FOR INNOVATION
TRAINING?**





AGENDA

- **About Eureka! Ranch**
- **Innovation Engineering Training & Certification Overview**
- **Frequently Asked Questions**
 - **Ohio TechCred**
 - **Innovation Engineering Fundamentals with Blue Belt Certification**
- **Other Questions**



35+ Years of Experience in a Wide Range of Industries

Adult Body Cleansers
 Adult Candy
 Adult Education Services
 Adult Skin Care
 Advertising
 Air Filtration

Candies & Confectionary
 Car Care Products
 Carbon

Engine Oil Additives

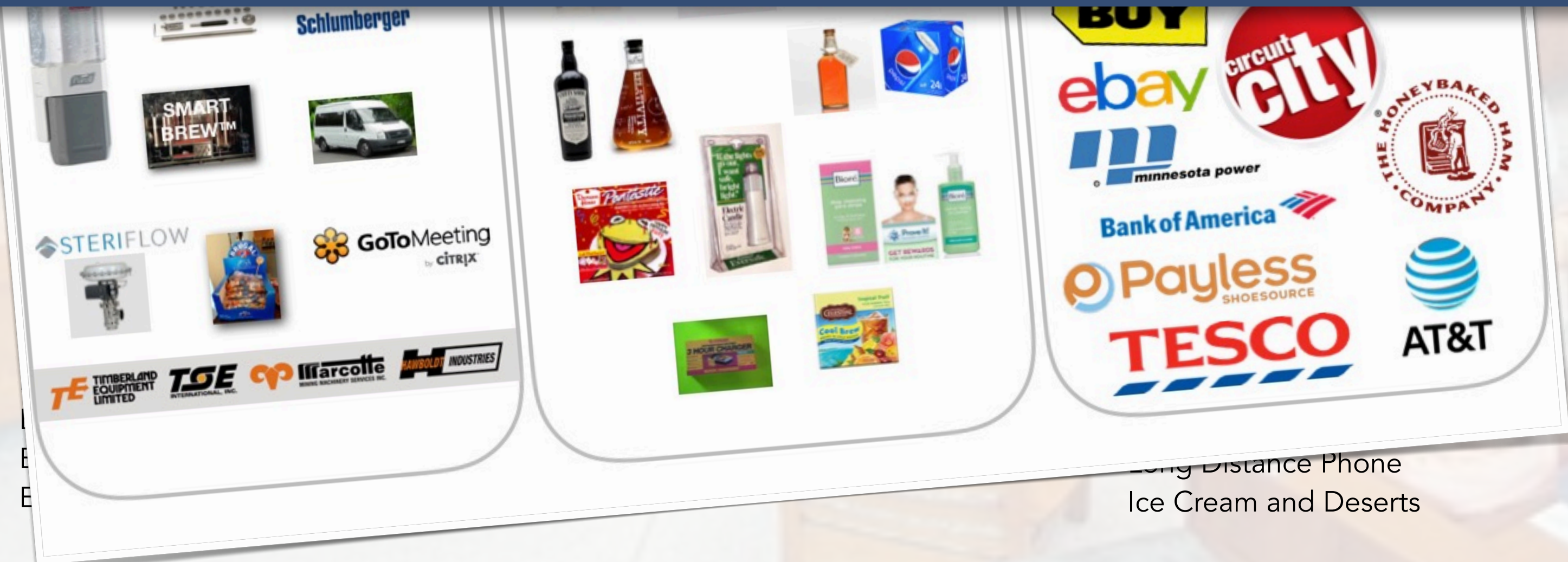
Gov't. Budgeting
 Gov't. Services

Services
 Lunch Meats
 Management
 Manufacturing



We've been commissioned by some of the world's leading companies to create the next new thing - products, services, businesses, brands, systems, you name it.

Bees
 Beekeeping
 Beehives
 Beekeeping Equipment
 Beekeeping Supplies
 Beekeeping Services
 Beekeeping Education
 Beekeeping Research
 Beekeeping Consulting
 Beekeeping Marketing
 Beekeeping Distribution
 Beekeeping Retail
 Beekeeping Wholesale
 Beekeeping Import/Export
 Beekeeping Licensing
 Beekeeping Franchising
 Beekeeping Partnerships
 Beekeeping Collaborations
 Beekeeping Investments
 Beekeeping Financing
 Beekeeping Insurance
 Beekeeping Legal Services
 Beekeeping Accounting
 Beekeeping Tax Services
 Beekeeping HR Services
 Beekeeping IT Services
 Beekeeping Security Services
 Beekeeping Consulting Services
 Beekeeping Training Services
 Beekeeping Coaching Services
 Beekeeping Mentoring Services
 Beekeeping Advisory Services
 Beekeeping Brokerage Services
 Beekeeping Real Estate Services
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 Beekeeping Coaching Services
 Beekeeping Mentoring Services
 Beekeeping Advisory Services
 Beekeeping Brokerage Services
 Beekeeping Real Estate Services



Online Security Systems
 Paper & Pulp Processing
 Paper Cups, Plates
 Pay Phones/Systems
 Peanuts and Peanut Butter
 Personal Grooming
 Pest Control
 Pet Foods
 Pharmaceuticals
 Photographic Equipment
 Pickles
 Playground Equipment
 Pork Products
 Q-Z listed on EurekaRanch.com



3 AREAS WE HELP COMPANIES WITH INNOVATION

Create & Launch

BIG IDEAS



ROI-driven Initiatives
Worth Doing

Train Your

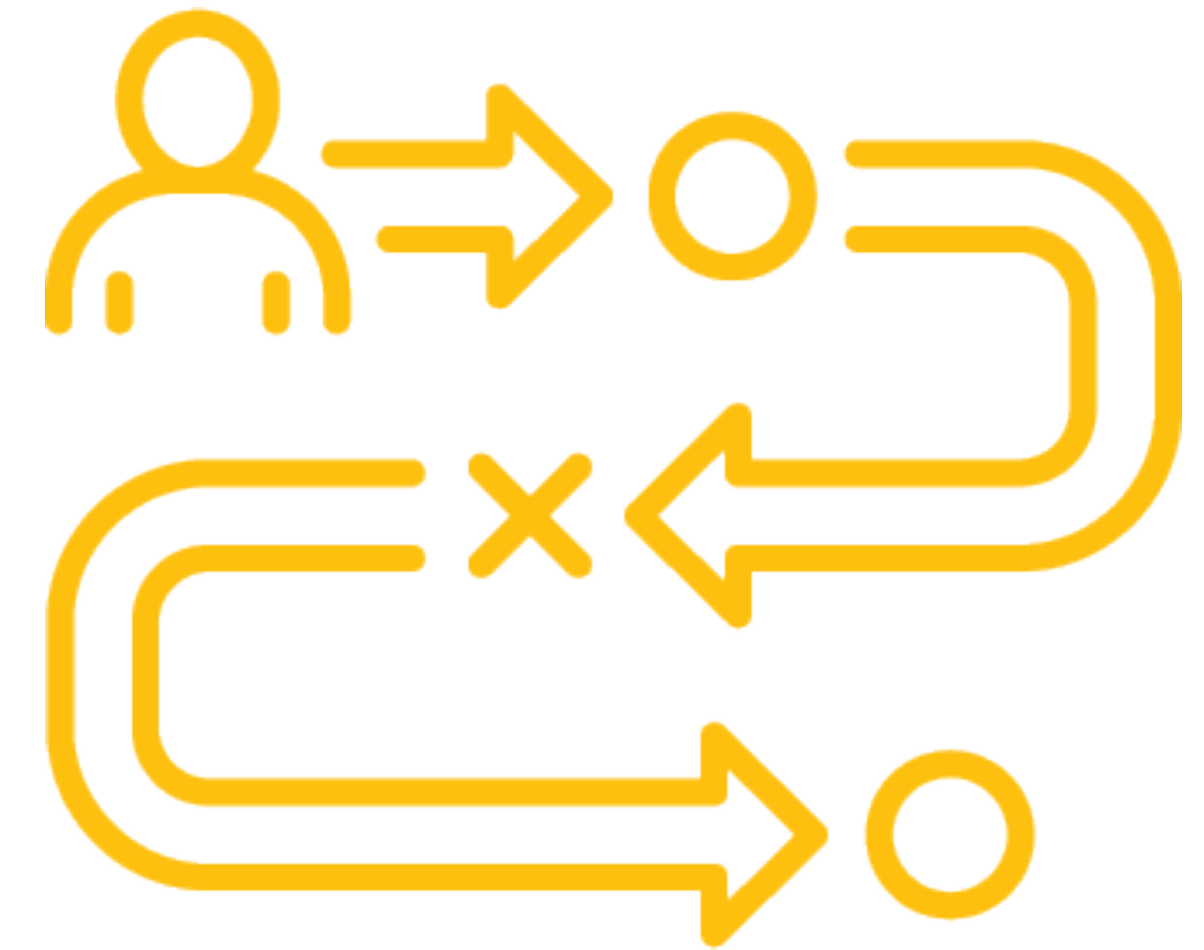
PEOPLE



THINK and ACT more
Innovatively

Improve Your

PROCESS



Culture and Capability to
Innovate Across your Teams or
Enterprise

The Problem

The COVID-19 crisis presents an opportunity that few feel equipped to pursue.

Although most executives agree that innovating the business will be critical ...

... few feel equipped to face the challenge.

90%

believe that the COVID-19 crisis will fundamentally change the way they do business over the next 5 years

85%

are concerned that the COVID-19 crisis will have a lasting impact on their customers' needs and wants over the next 5 years

21%

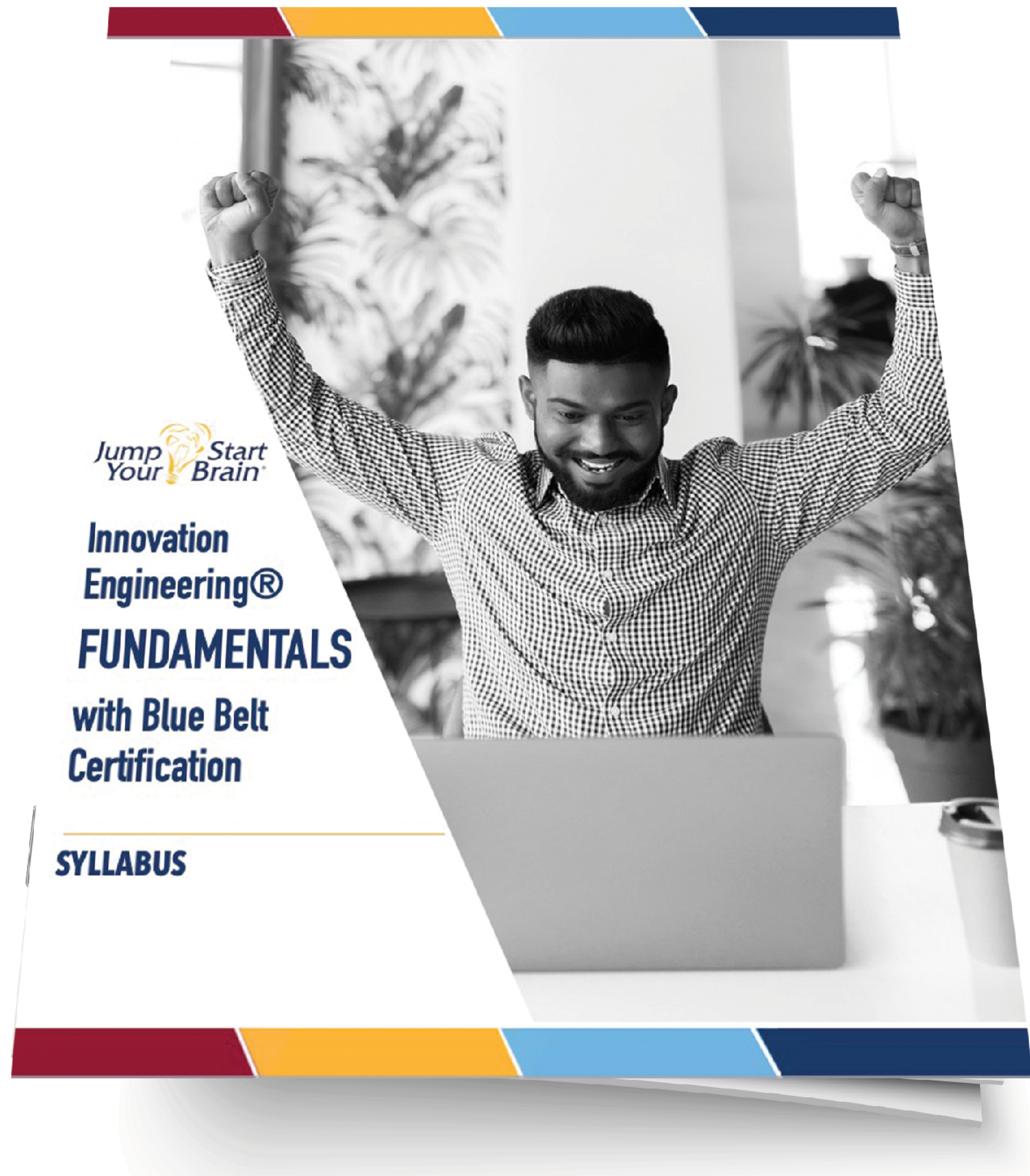
have the expertise, resources, and commitment to pursue new growth successfully

2/3

believe that this will be the most challenging moment in their executive career

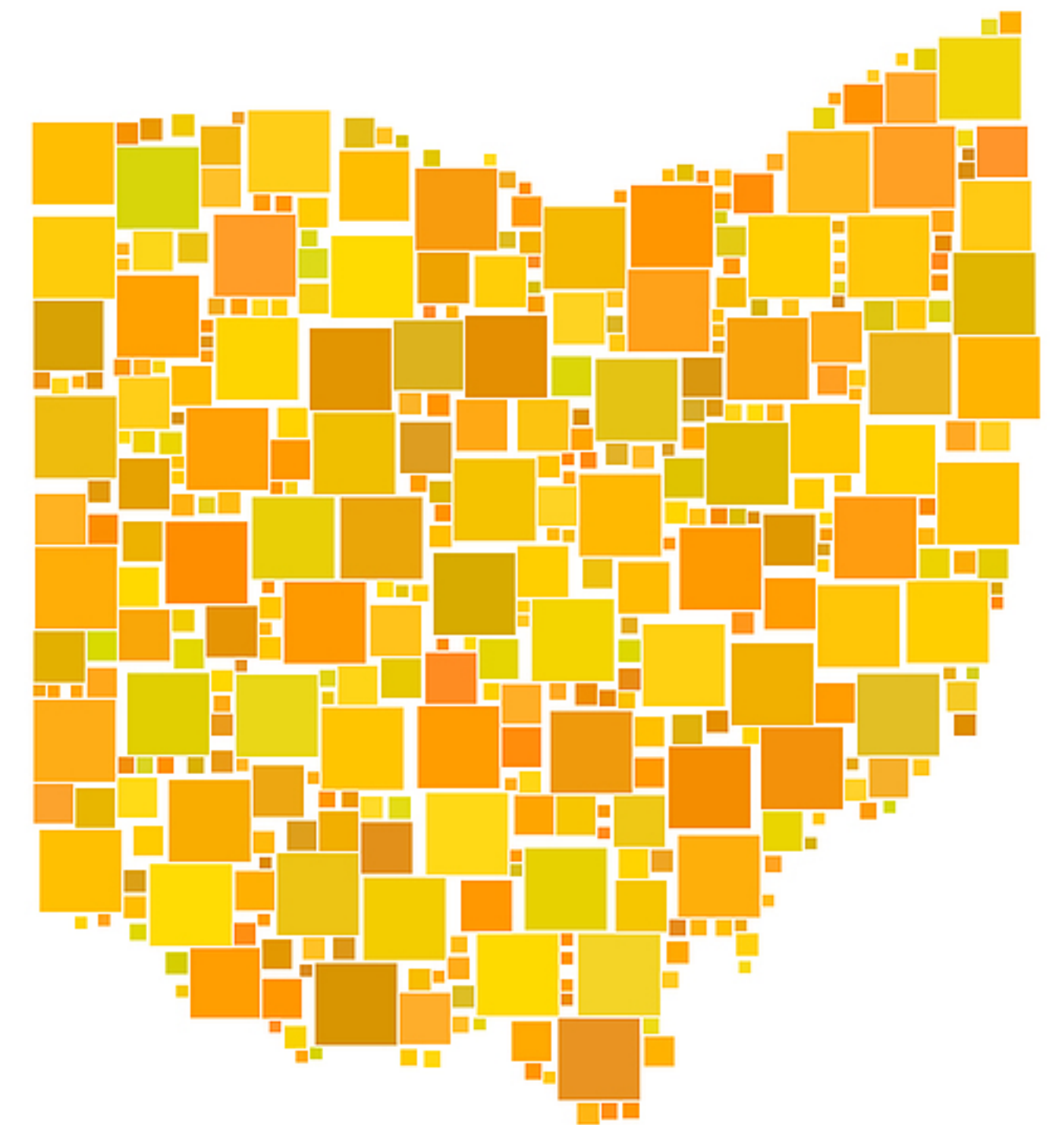
**McKinsey
& Company**





A proven program to help you innovate
on your business **RIGHT NOW**
that leaves you with repeatable innovation
skills to last a lifetime.

**State of Ohio covers
2/3 of the cost!**



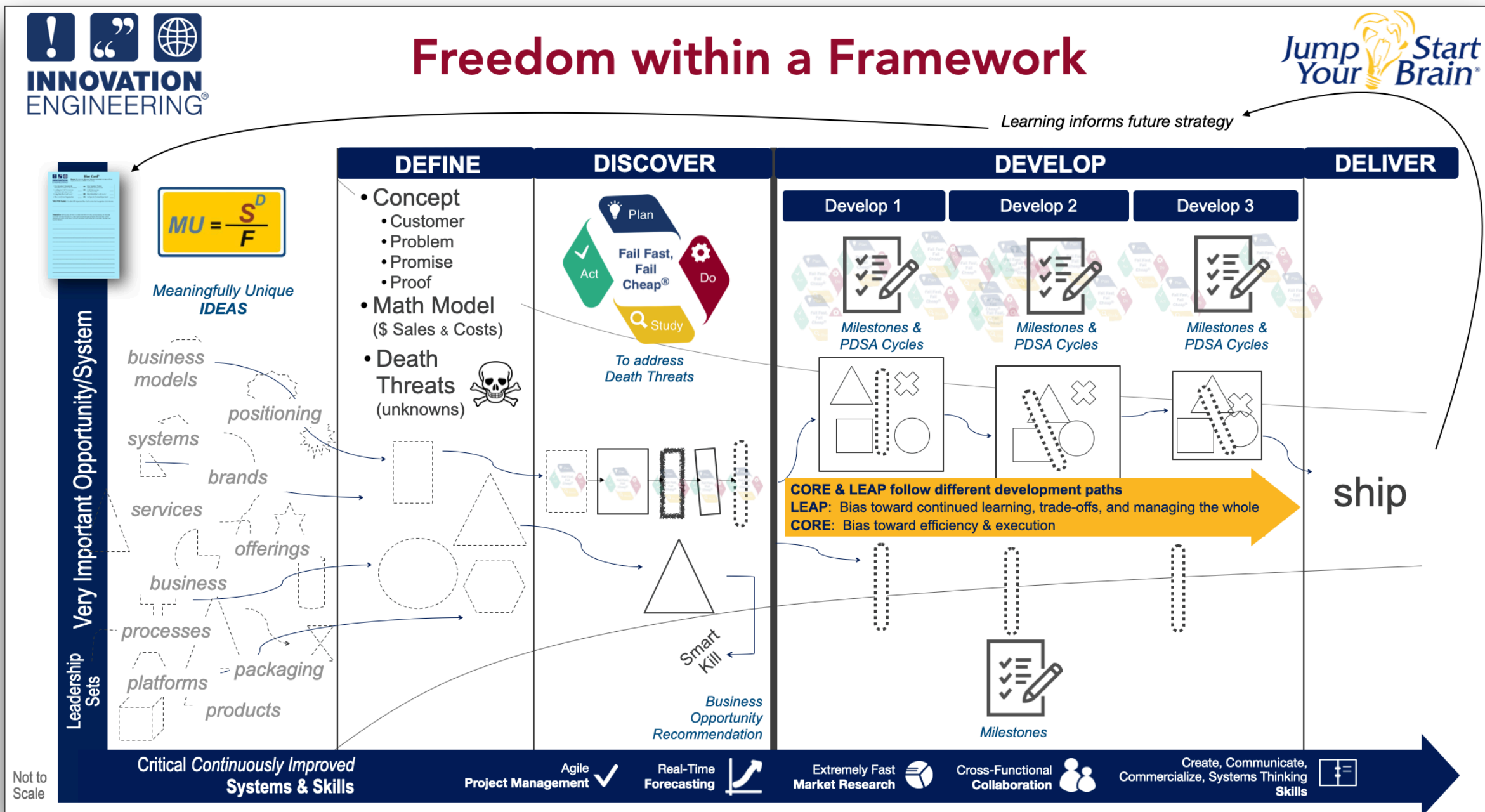
Powered by Innovation Engineering®

Innovation Engineering is both

a complete innovation
business methodology

&

a comprehensive
academic curriculum



2006 Pioneered A New Field of Academic Study & Leadership Science

- Academic-Peer Reviewed
- 6 Course Undergraduate Minor Graduate Certificate
- On Campuses Around the World

1. FUNDAMENTALS

CREATE Fundamentals

1. Meaningful Uniqueness
2. Stimulus & Diversity
3. Exploring Stimulus
4. Create Session Fundamentals

COMMUNCIATE Fundamentals

5. Strategy Activation
6. Concept Writing
7. Concept Improvement
8. Estimating Value

COMMERCIALIZE Fundamentals

9. Plan, Do, Study, Act (PDSA) Mindset & Steps
10. PDSA Best Practices
11. PDSA Prototypes
12. PDSA Rapid Research

2. CREATE Expert

13. Unrelated Stimulus
14. Patent Mining
15. Insight Mining
16. Market Mining
17. Advanced Create Methods
18. Future Mining
19. Wisdom Mining
20. Professional Grade Create Sessions

3. COMMUNICATE Expert

21. Optimizing the Whole
22. Concept Feedback Systems
23. Advanced Benefit, Proof, & Name
24. Oomph
25. Technology Translation
26. Proactive Selling Pitches
27. Meaningful Marketing Messages
28. Real World Communications

4. COMMERCIALIZE Expert

29. Advanced Rapid Research
30. Reducing Forecast Variation
31. Confront Reality - Cost & Price Estimating
32. Business Models
33. Proprietary Protection
34. Organizing for Success
35. Go, No-Go Innovation Decisions
36. Business Opportunity Recommendation

5. SYSTEM Driven LEADERSHIP

37. Appreciation for a System
38. Knowledge about Variation
39. Psychology
40. Theory of Knowledge
41. Strategic Alignment
42. Departmental Alignment
43. PDSA Rapid Research
44. Rapid Research Analytics
45. Collaboration
46. Patent ROI
47. Diffusion of Innovation Mindset
48. Personal Leadership



Body of Knowledge

A New Field of Academic Study & Leadership Science

1. FUNDAMENTALS

CREATE Fundamentals

1. Meaningful Uniqueness
2. Stimulus & Diversity



10. PDSA - Best Practices
11. PDSA - Concept Prototypes
12. PDSA - Functional Prototypes

2. CREATE Expert

13. Unrelated Stimulus
14. Patent Mining
15. Insight Mining
16. Market Mining
17. Advanced Create Methods
18. Future Mining
19. Wisdom Mining
20. Professional Grade Create

3. COMMUNICATE Expert

21. Optimizing the Whole Concept
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25. Technology Translation
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27. Real World Communications
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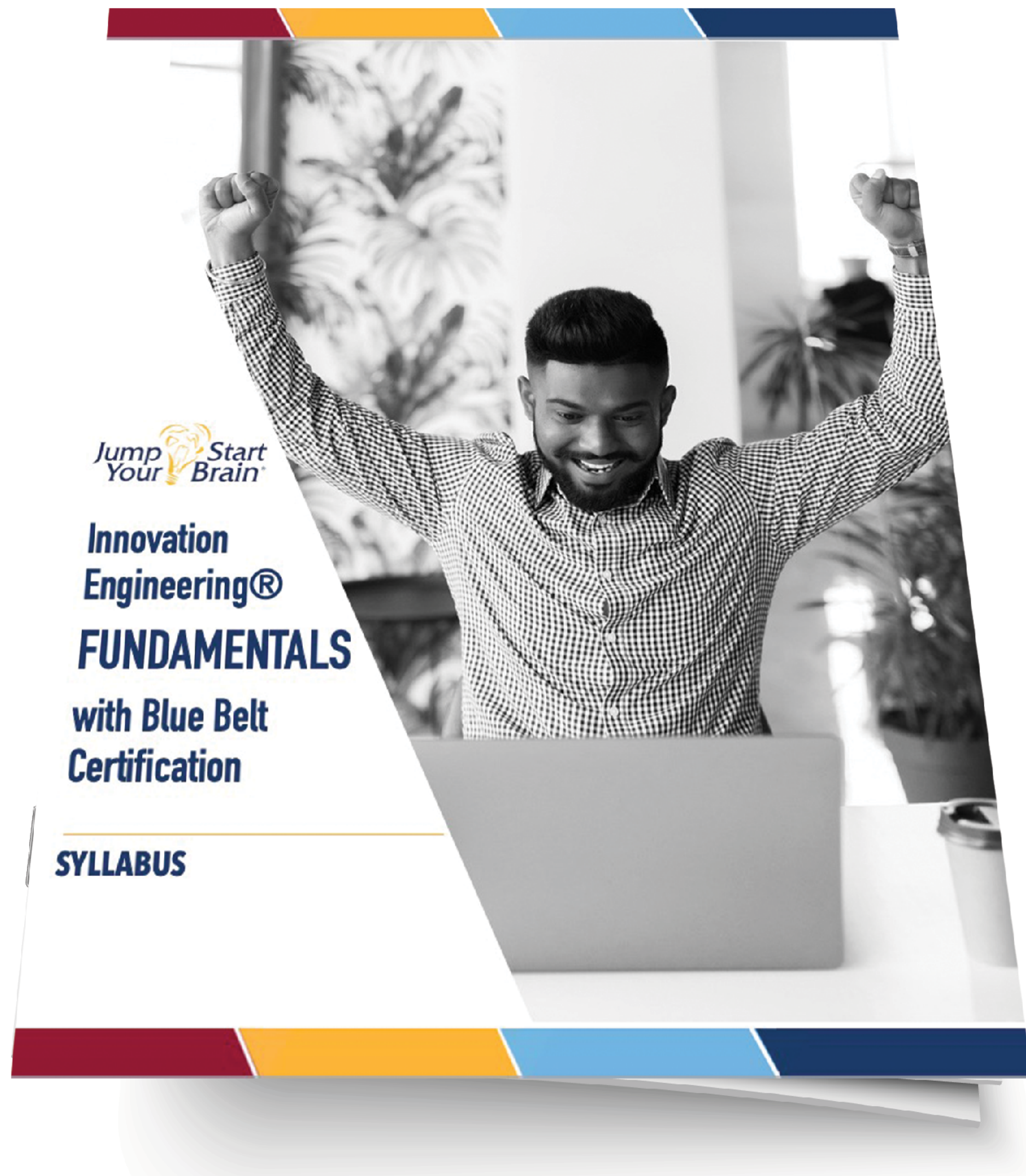
4. COMMERCIALIZE Expert

29. PDSA - Rapid Research
30. PDSA - Reducing Forecast Variation
31. Cost & Price Estimating
32. Business Models
33. Proprietary Protection
34. Organizing for Success
35. Business Opportunity Recommendation
36. Innovation Decisions & Recommendation

5. SYSTEM Driven LEADERSHIP

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41. Strategic Alignment
42. Departmental Alignment
43. Rapid Research Operations
44. Rapid Research Analytics
45. Collaboration
46. Patent ROI
47. Diffusion of Innovation Mindset
48. Personal Leadership

What Participants DO & GET



Participant Learning Outcomes

from Skills and Coursework

0. Introduction

CREATE Fundamentals

- 1. Meaningful Uniqueness
- 2. Stimulus & Diversity
- 3. Exploring Stimulus
- 4. Create Sessions 1.0

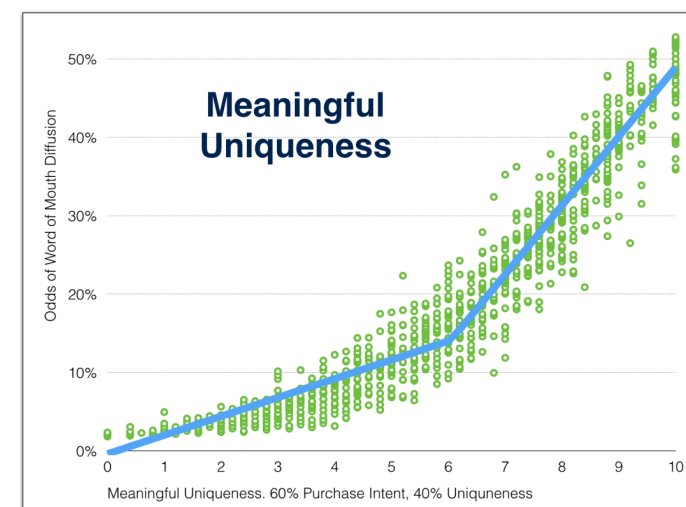
COMMUNCIATE Fundamentals

- 5. Strategy Activation - Blue Card
- 6. Concept Writing - Yellow Card
- 7. Concept Improvement
- 8. Estimating Concept Value

COMMERCIALIZE Fundamentals

- 9. PDSA Plan, Do, Study, Act
- 10. PDSA - Best Practices
- 11. PDSA - Concept Prototypes
- 12. PDSA - Functional Prototypes
- X. Systems Overview

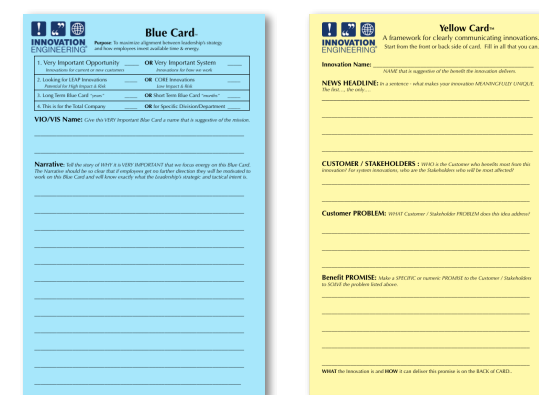
**IDENTIFY
And MEASURE
INNOVATION**



Consistently **CREATE**
new and non-obvious
solutions

$$\text{Meaningfully Unique Ideas} = \frac{\text{Stimulus} + \text{Diversity}}{\text{Fear}}$$

Clearly **COMMUNICATE**
Strategic Missions
& Customer Centered Ideas



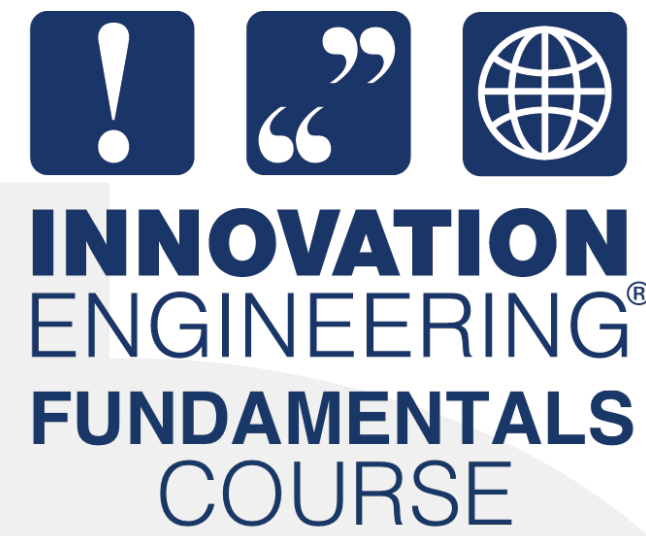
Reliably **COMMERCIALIZE**
up to 6X Faster



- Documented
- Data Driven
- Fast & Cheap
Cycles of Learning

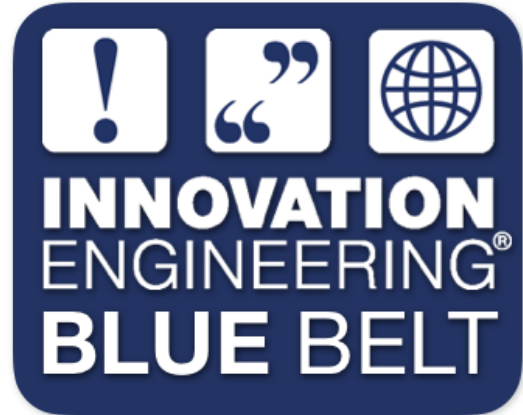
Projects tackled by previous Innovation Engineering Blue Belts through their certification:

- A system to reduce errors in a woodworking shop
- An improved system for gathering ideas & filing patents
- A better employee on boarding process
- A reinvented check-in process for a hotel
- A software solution taken to a new market
- A personal coaching service
- Visioning for a new community center
- A reinvented construction tool

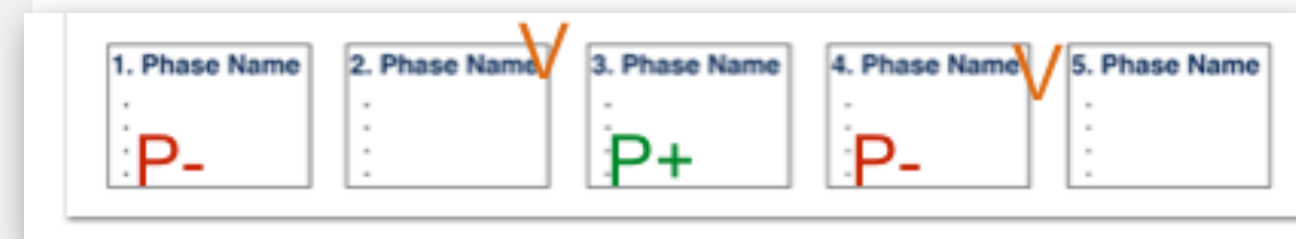


Tangible Business Outcomes

from 5 Part Project Applied to Your Business

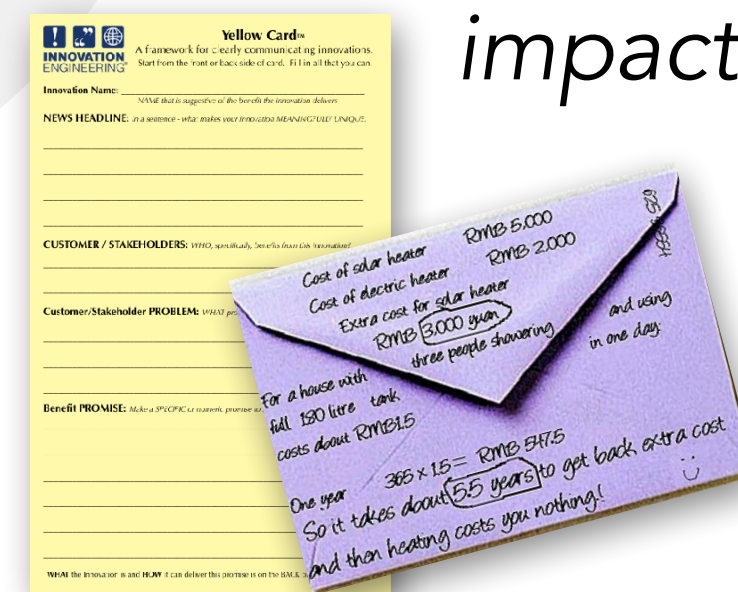


Gain a Systems Perspective on Your Work

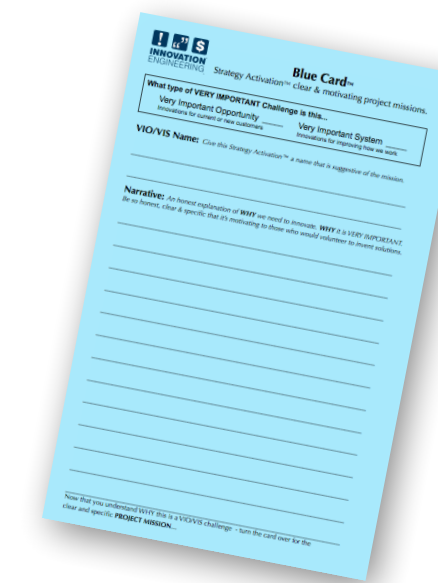


Define Your Idea "Pitch"

in words & financial impact



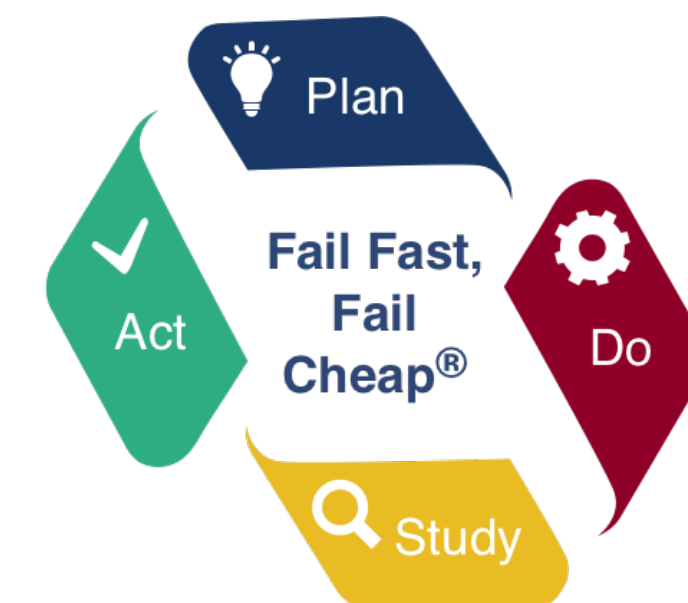
Set a Very Important Mission



Generate Ideas to serve the Mission



De-Risk Your Idea Fast & Cheap



How it Works

Cycles to Mastery[®]

Patent-Pending Education Technology



Digital



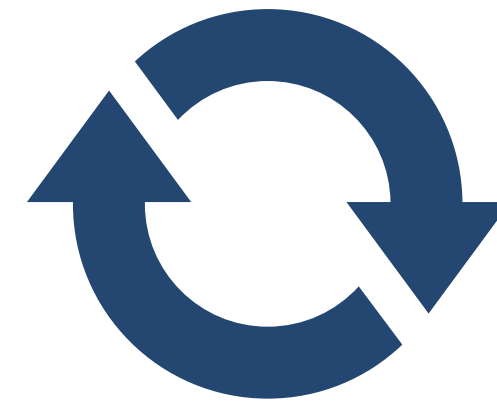
Lab



Application



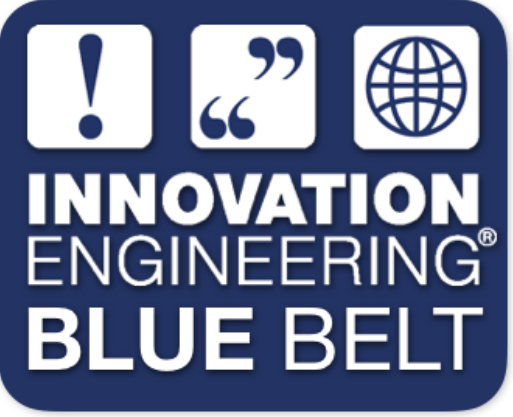
Reflection



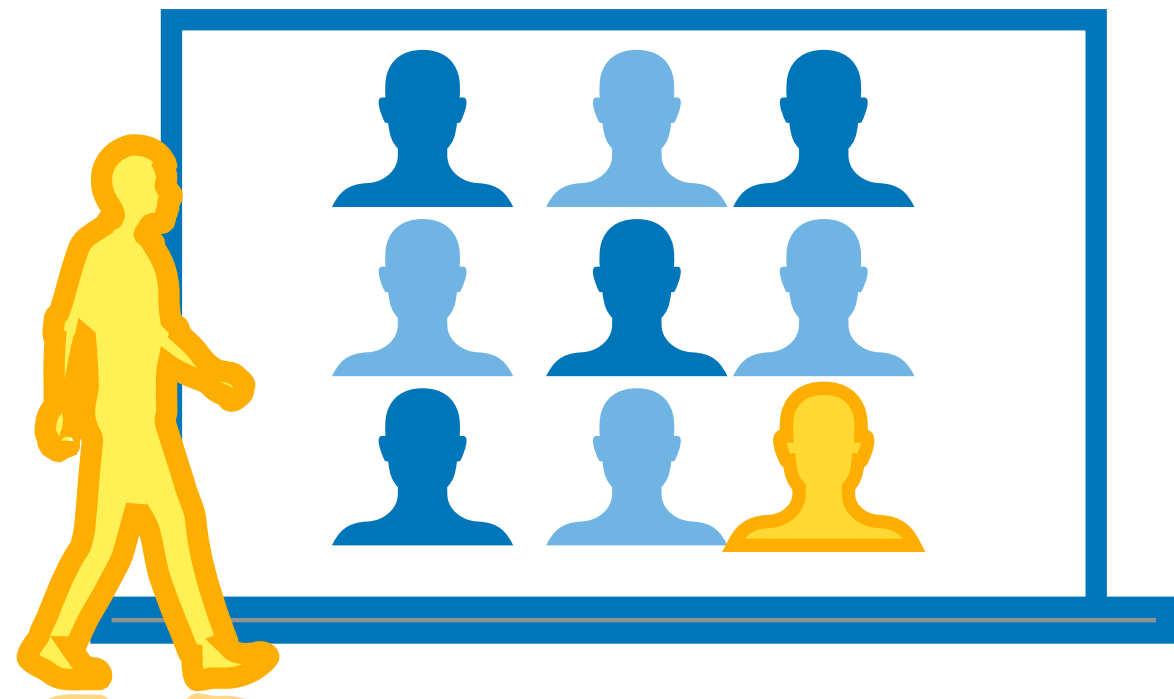
Feedback and coaching from an
Innovation Engineering Black Belt

Unlimited Redos Until Mastery on All Assignments

3 Formats



Private Virtual Cohort



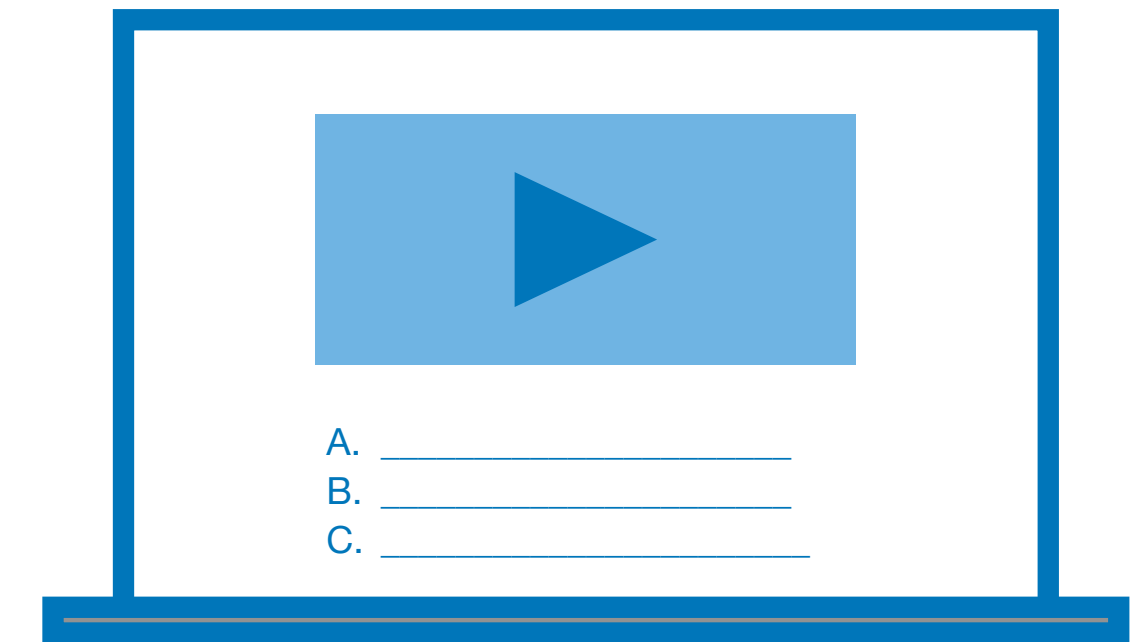
- 8-25 Participants
- 16 Hours worth of Instructor Led Sessions + 60 days to Certify
- **Share an experience that unites the team.**
- **Optional: Tackle a business challenge together.**

Private or Public In Person



- 8-25 Participants
- 2 Days at our location or yours + 60 days to Certify
- **Reunite with your team or network with other innovators.**

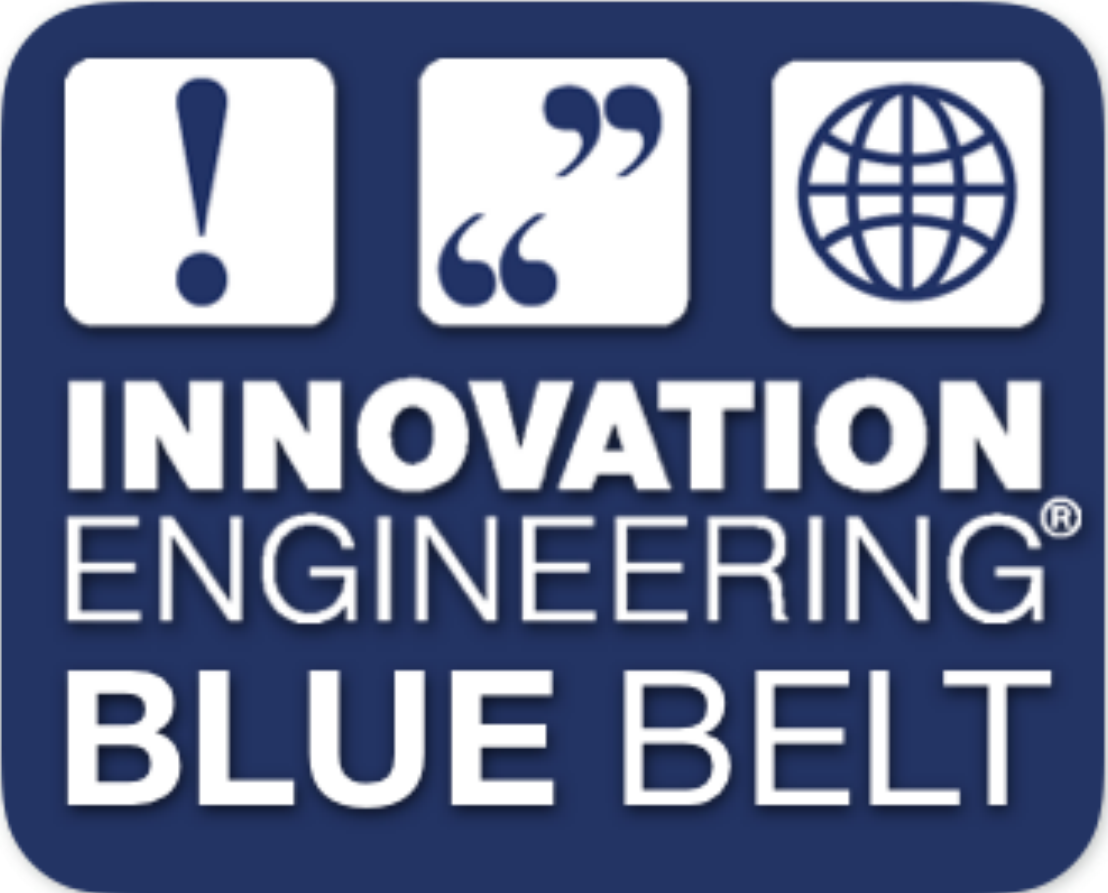
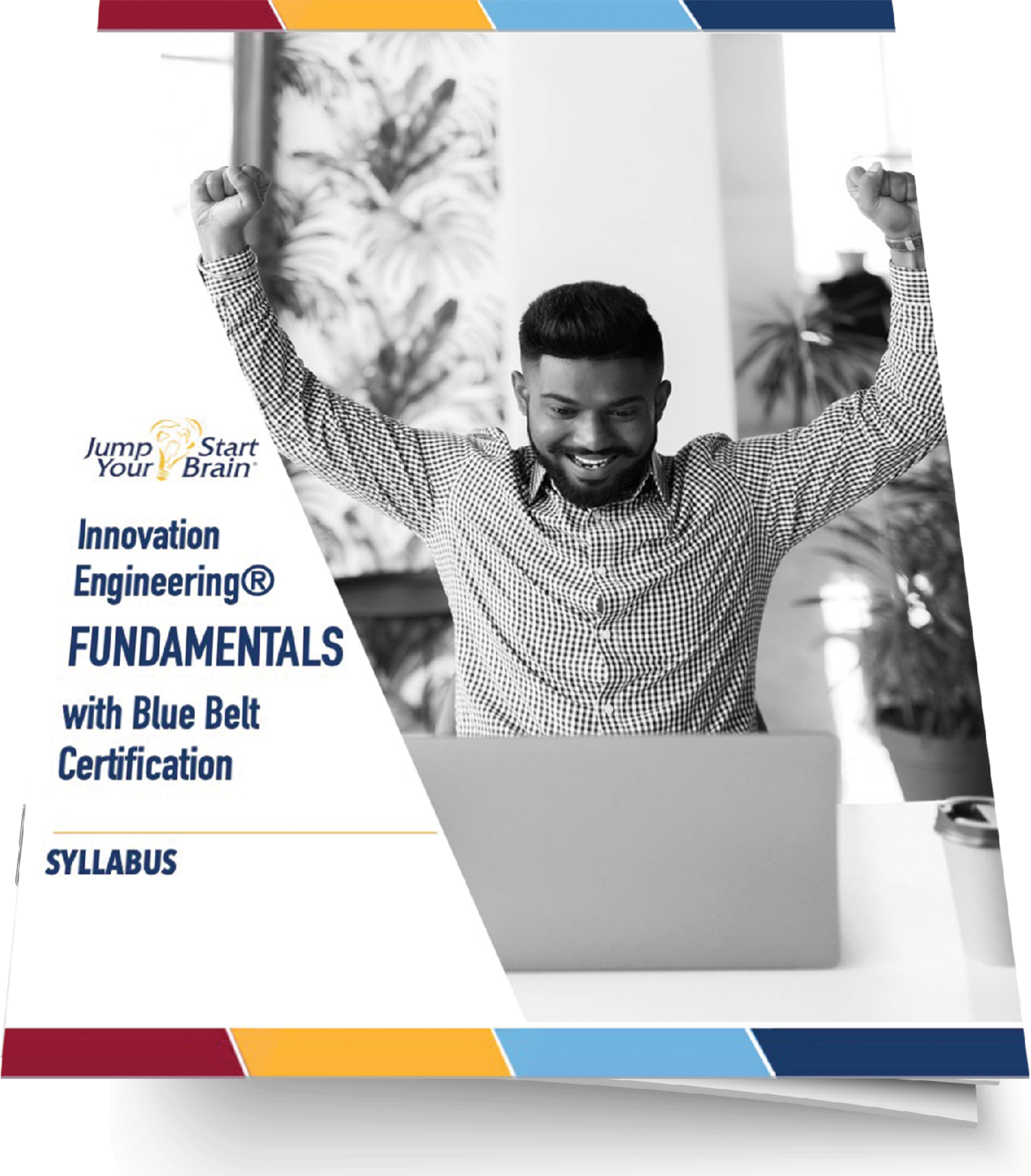
Online Self Paced



- 6 Months to Complete (Average ~ 3 Months)
- **You choose when and what to tackle.**
- **Work one-on-one online with coach.**
- **Step by step guided project**

What You'll Have

Industry Recognized
Innovation Engineering
Blue Belt Certification



1,000s of First Person Learning Reflections

INDIVIDUAL CASE STUDIES

Over 35,000 people have used these courses to think smarter, faster and more innovatively. And while the usefulness of their new skills continues to help them today, below are example of people at every level applying what they learned to real challenges.

Riddhi Shah,
Continuous Improvement Engineer
Global Foundries

Evolved continuous improvement system for part returns and including real-time ideas by hourly staff using the innovation systems thinking skills she learned.



Garry Todd,
Director of Innovation
Cincinnati Incorporated

Declined retirement and promoted to Head of Innovation using the 48 skills taught in IE Black Belt.



Dan Becker,
Automation & Efficiency Specialist

Upskilled to move from UI design to building and programming robots using the flexible thinking skills he learned.



Ben Atkinson
Innovation Systems Leader
Toyota

Improved the strategic planning process at his company by applying the strategy and communication tools he learned.



Fiona Beddington
Design Engineer

Went from a reactive engineer working on assigned tasks to proactively lead a project to Invent and ship a water distribution system that can be set up in 3 minutes and provide water for 650 people after a disaster.



Watch the rebroadcast of the 2019 Innovation Engineering Conference where 25 individuals shared their stories of how they do "Innovation in Real Life" based on what they learned and applied from the skills and tools in this catalog:
<https://jumpstartyourbrain.com/viewing-channel/>

Real Applied Results

**YOU CAN CHANGE YOUR OWN WORLD...
EVEN IF IT SEEMS IMPOSSIBLE.**

**YOU CAN'T GET WATER TO PEOPLE
IN AN EMERGENCY FAST ENOUGH.**



FIONA BEDDINGTON
DESIGN ENGINEER



Invented a water distribution system that can be set up in 3 minutes and provide water for 650 people after a disaster. And that means, survival.

**YOU CAN CHANGE YOUR OWN WORLD...
EVEN IF IT SEEMS IMPOSSIBLE.**

**YOU CAN'T INNOVATE IN A COMMODITY BUSINESS
LIKE BOLTS.**



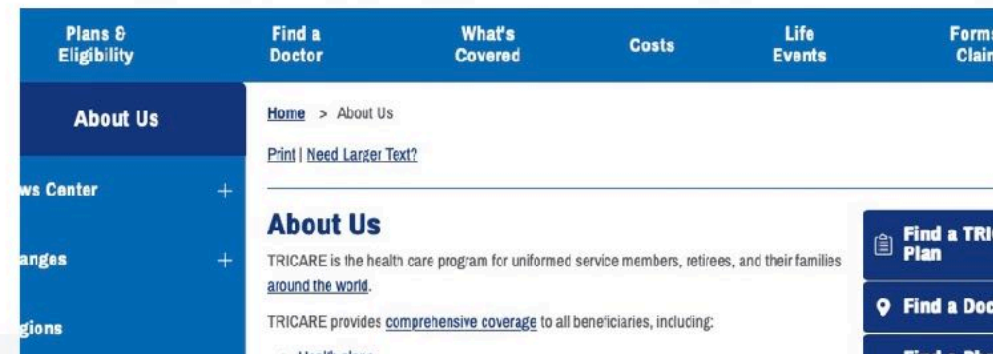
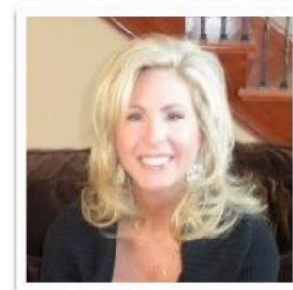
Fastener installation and inspection has never been more safe, accurate, and fast — with visual Direct

Company News
SII Adds CNC Turning Center to

**REDUCES
MAINTENANCE
TIME BY 80%**

**YOU CAN CHANGE YOUR OWN WORLD...
EVEN IF IT SEEMS IMPOSSIBLE.**

**YOU CAN'T INNOVATE IN A GOVERNMENT RFP RESPONSE.
AND ESPECIALLY NOT IN HEALTHCARE.**



**YOU CAN CHANGE YOUR OWN WORLD...
EVEN IF IT SEEMS IMPOSSIBLE.**



**YOU CAN'T FIND GOOD EMPLOYEES
AT A TIME WHEN YOU NEED THEM MOST.**



EVP OF CULTURE & INNOVATION
PALLISER FURNITURE

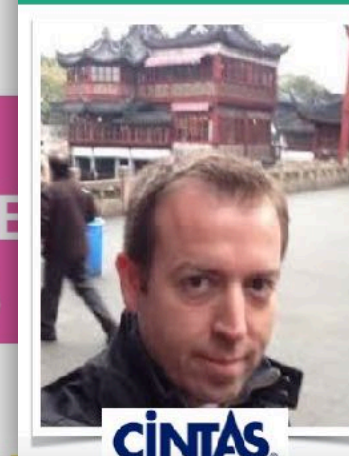


Re-invented recruiting through local happy hours to get millennials to engage with them.

**YOU CAN CHANGE YOUR OWN WORLD...
EVEN IF IT SEEMS IMPOSSIBLE.**



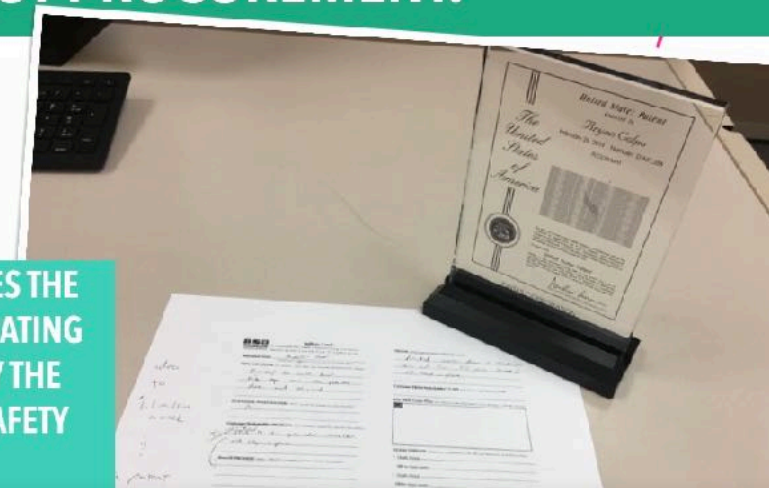
**INTERNAL STAFF GROUPS CAN'T INNOVATE.
ESPECIALLY NOT PROCUREMENT.**



CINTAS



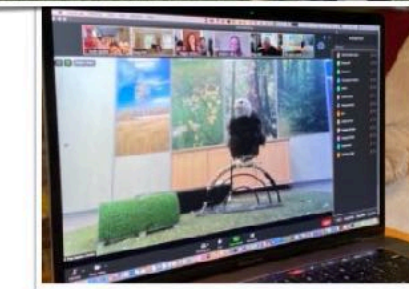
CINTAS MAT FEATURES THE HIGHEST TRACTION RATING EVER RECORDED BY THE NATIONAL FLOOR SAFETY INSTITUTE



**YOU CAN'T EARN BACK LOST REVENUE DUE TO COVID
ESPECIALLY NOT AS A NON-PROFIT**



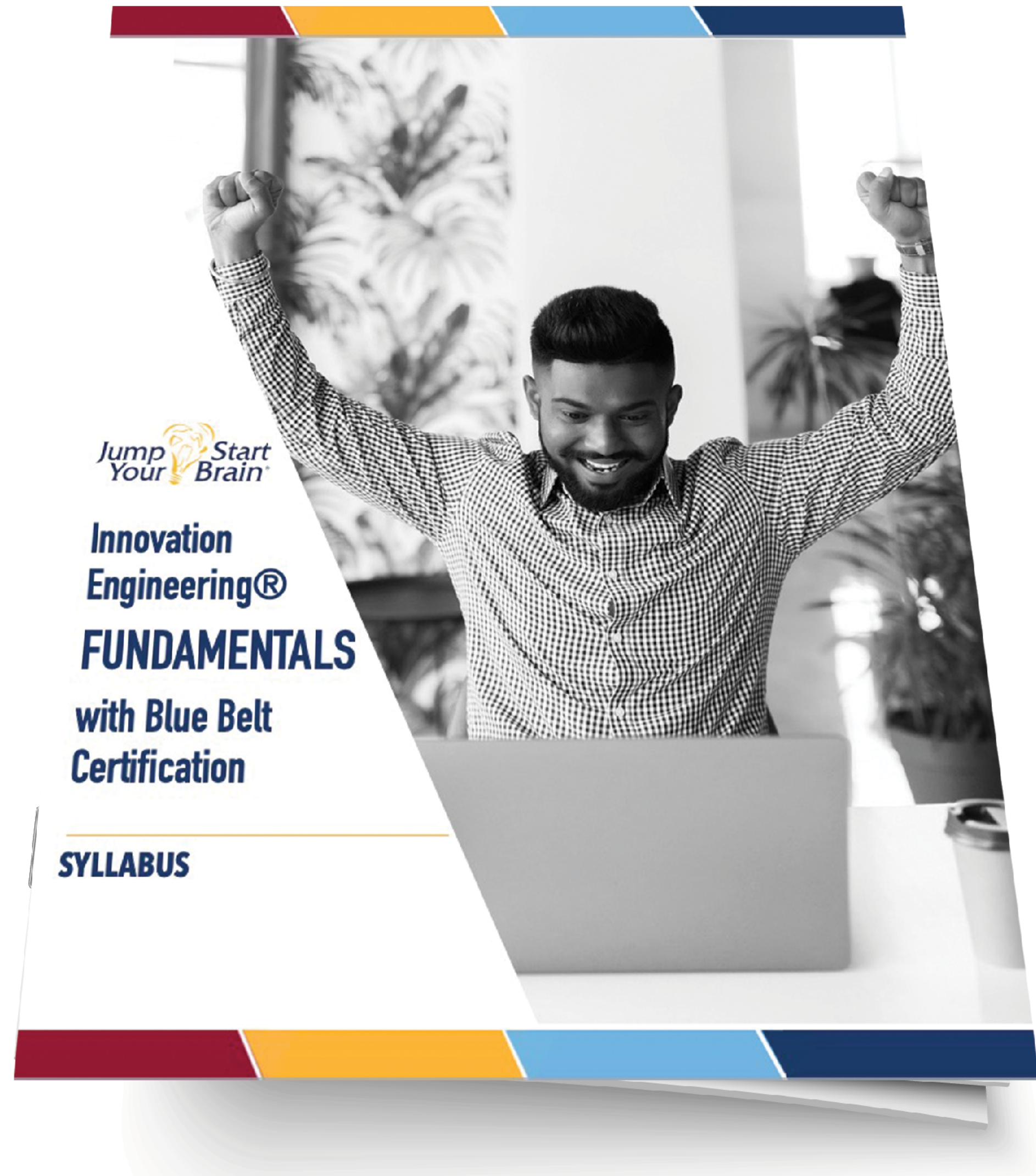
College of Veterinary Medicine
The Raptor Center



**Revenue per hour
up 300%**

- Idea to shipped less than a month
- Gone Viral!
- Tons more ideas in the pipeline
- A business model that's BETTER than pre-COVID

Fee



\$3,000 / person



Upskill your workforce with TechCred.

No matter what industry you work in, technology is having an impact on the future of your business and the nature of your work. TechCred helps Ohioans learn new skills and helps employers build a stronger workforce with the skills needed in a tech-infused economy. Many of these trainings can be completed online!

TechCred / Apply

Tech Cred Application

The TechCred application is open until August 31 at 3:00 p.m.

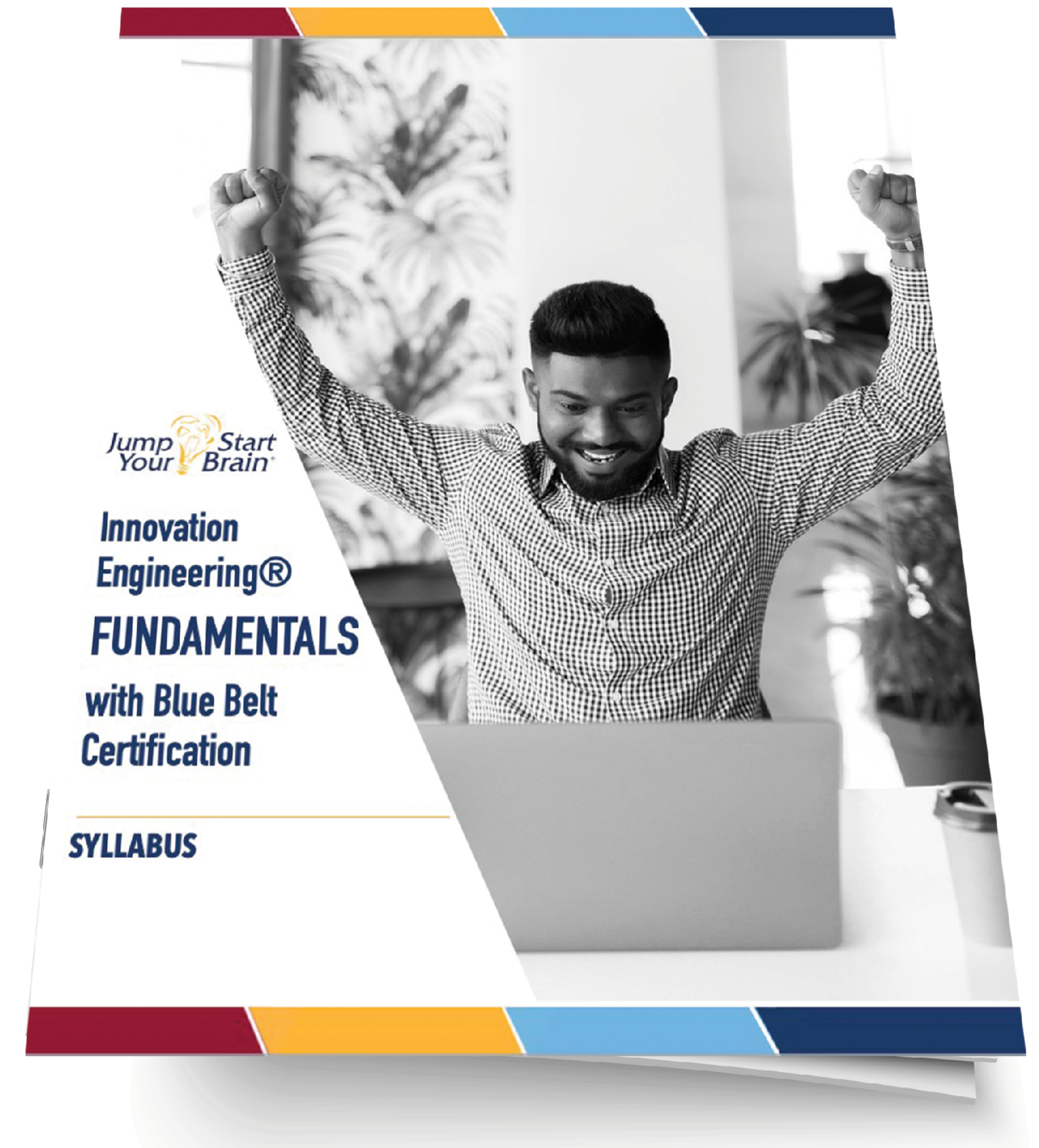
Businesses applying for TechCred are required to list their Supplier ID Number on the TechCred application. To register as a new supplier or update an existing account with the State of Ohio, visit <https://supplier.ohio.gov> and follow the prompts until completed. Once this information has been approved, you will receive a ten-digit State of Ohio Supplier ID number.

[Apply](#) →

Frequently Asked Questions

What is it?

- Ohio funding to help upskill employees with skills needed in a tech-infused economy
- Up to **\$2K per person** reimbursed for credentials approved by TechCred and earned within 12 months - **Innovation Engineering Blue Belt (\$3K) is approved and on the list!**
- Organizations can be approved for **up to \$30K** per funding period (e.g. 15 Blue Belts)
- **Application deadline: 3pm August 31, 2021**



How do I apply?

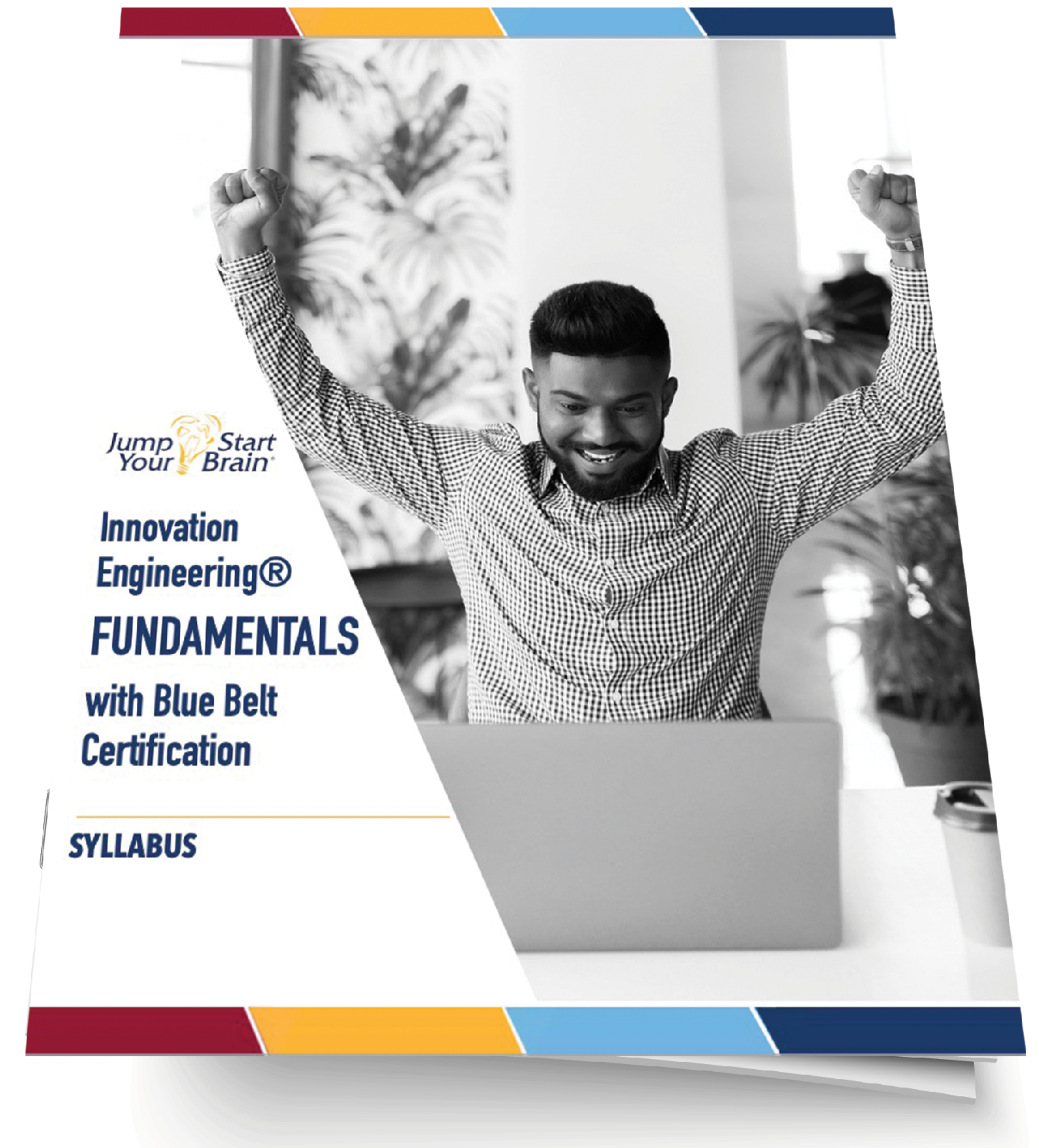
- It's easy! Use our Step-by-Step guide with screenshots.
- We'll send you a link to download it after the webinar.
- Or you can contact me, and I'll walk you through it:

Lydia Carson

VP, Innovation Engineering Systems

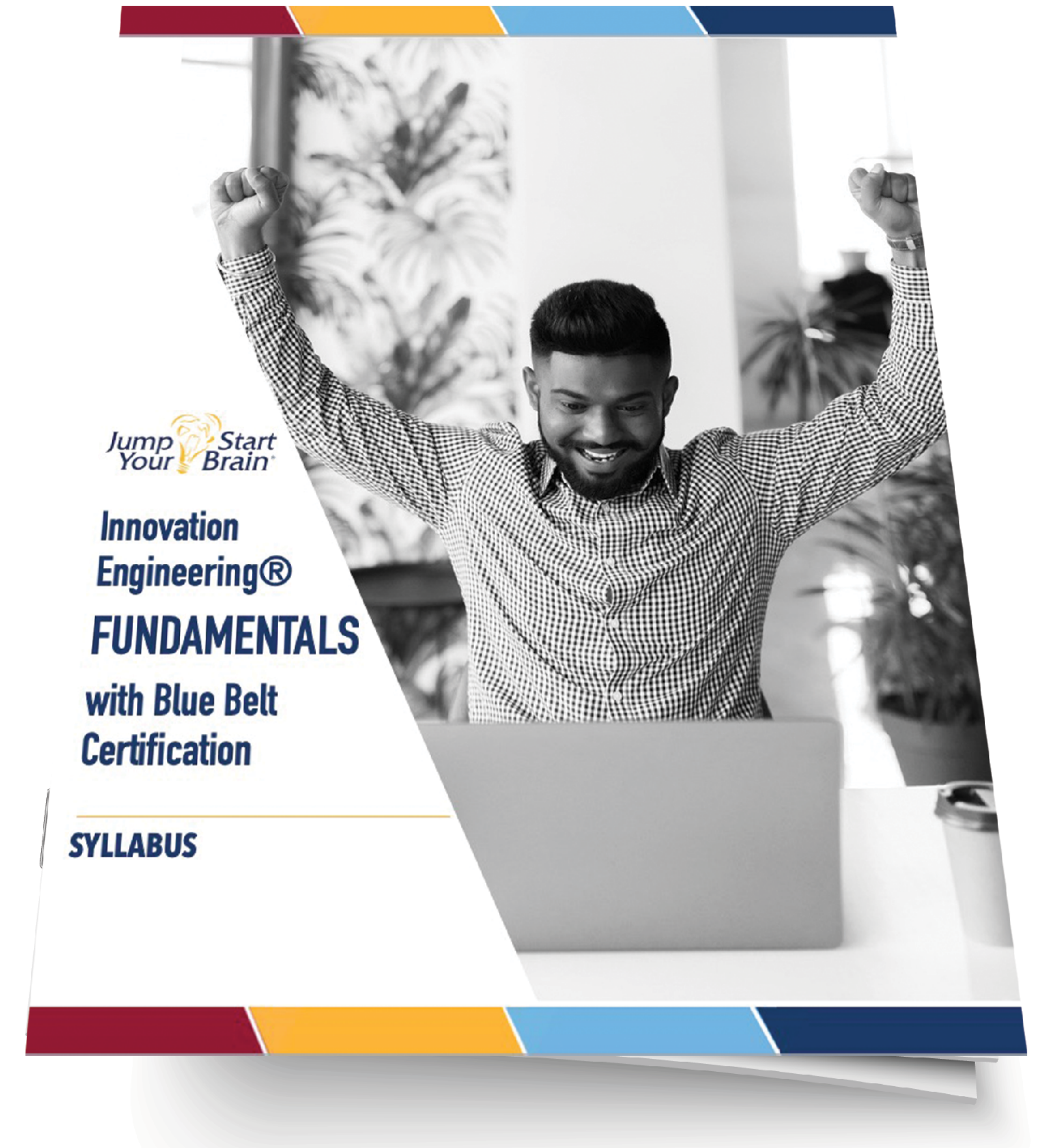
Lydia@EurekaRanch.com

513.509.6405



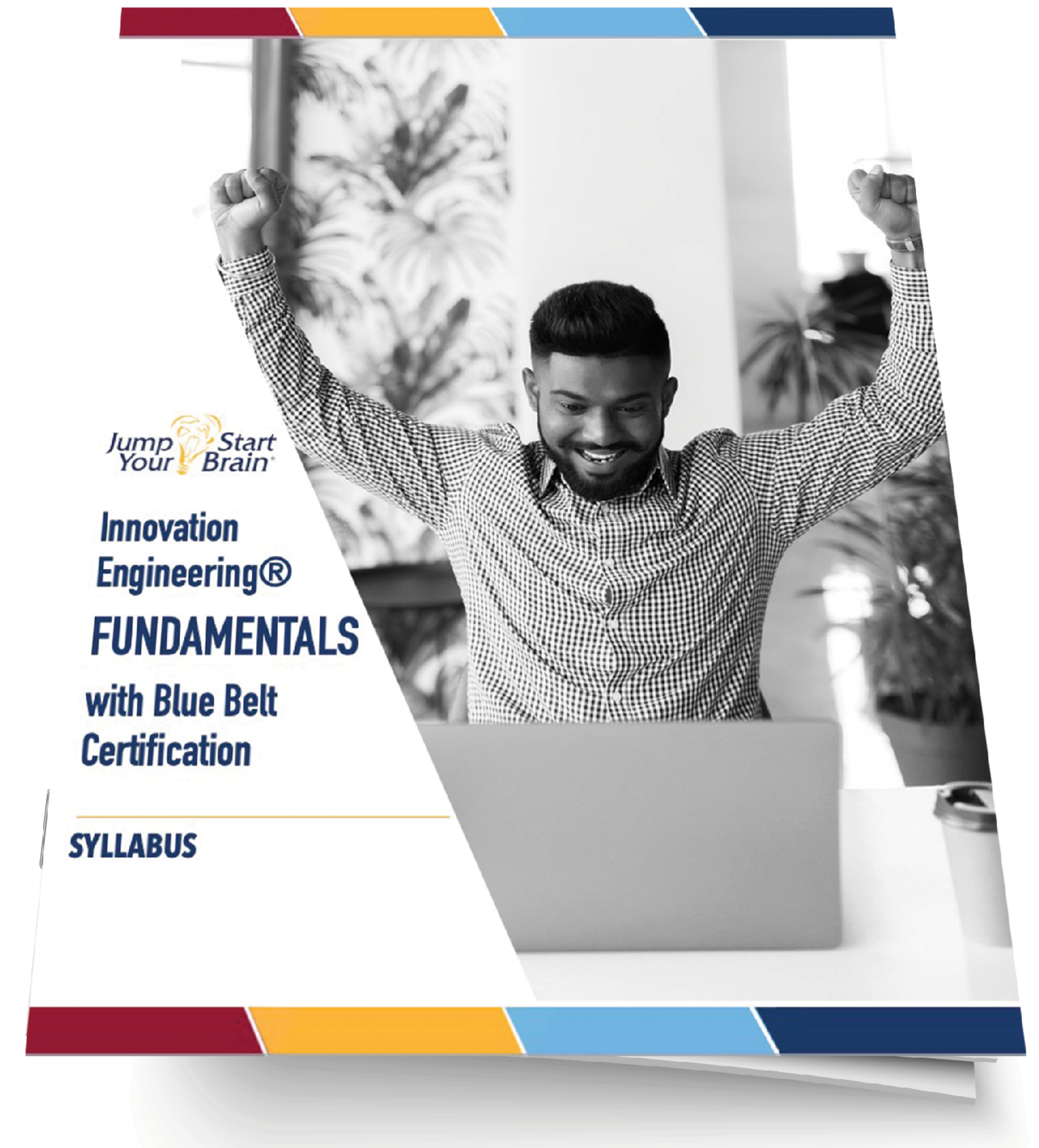
Who is eligible?

- Organizations with a location in Ohio (excluding Ohio government agencies)
- Current employees who are Ohio residents
- Prospective employees who are Ohio residents




What information do I need to apply?

- OH Supplier ID (if you do not have one, a link to obtain one is provided - may take up to 7 days)
- Federal EIN
- Legal Business Name
- Ohio Charter Number (Entity #)
- General business information
- # of individuals to participate
- Estimate of average hourly wage



How long does it take? When to start / finish?

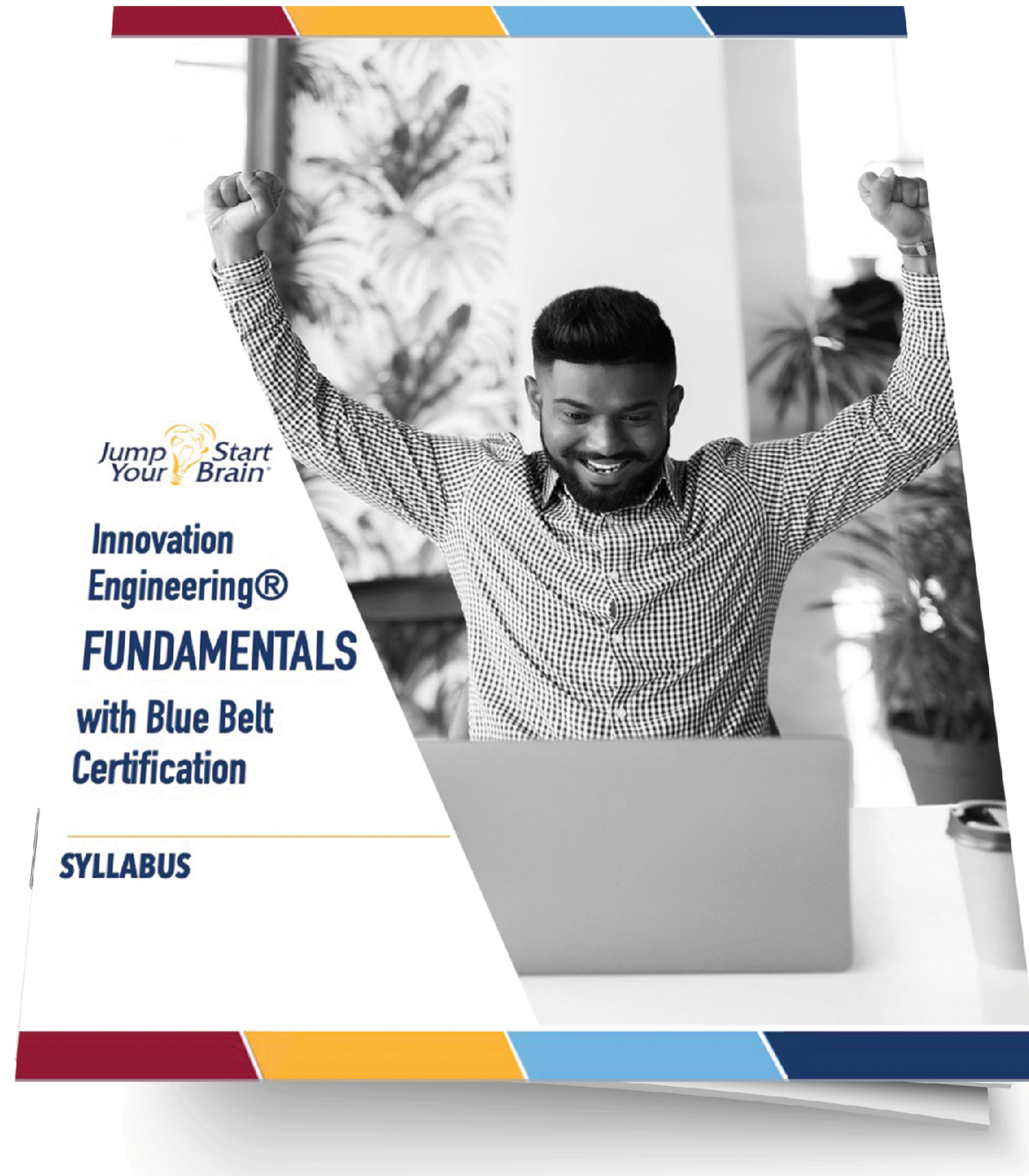


Jump Start Your Brain
Innovation Engineering®
FUNDAMENTALS
with Blue Belt Certification

SYLLABUS


- The **Blue Belt** certification deadline depends on the format of course you choose: **60 days** after the live course or **6 months** after starting the online, on-demand course.
- With TechCred, you have **12 months** to complete certification to get reimbursement.
- We recommend starting the program at least **6 months** before your deadline
- Roughly **20-25 hours** of effort for participants.

Am I committed to the training when I apply to the State?



- No.
- Typical process:
 1. **Apply** to the State for TechCred.
 2. State **reviews** your application and approves (30 to 60 days).
 3. **Sign up** for the course through Eureka!
 4. **Complete** the certification in under 12 months.
 5. **Submit** proof of certification to the State for reimbursement within 6 weeks of completion.

Who from my company should take it?

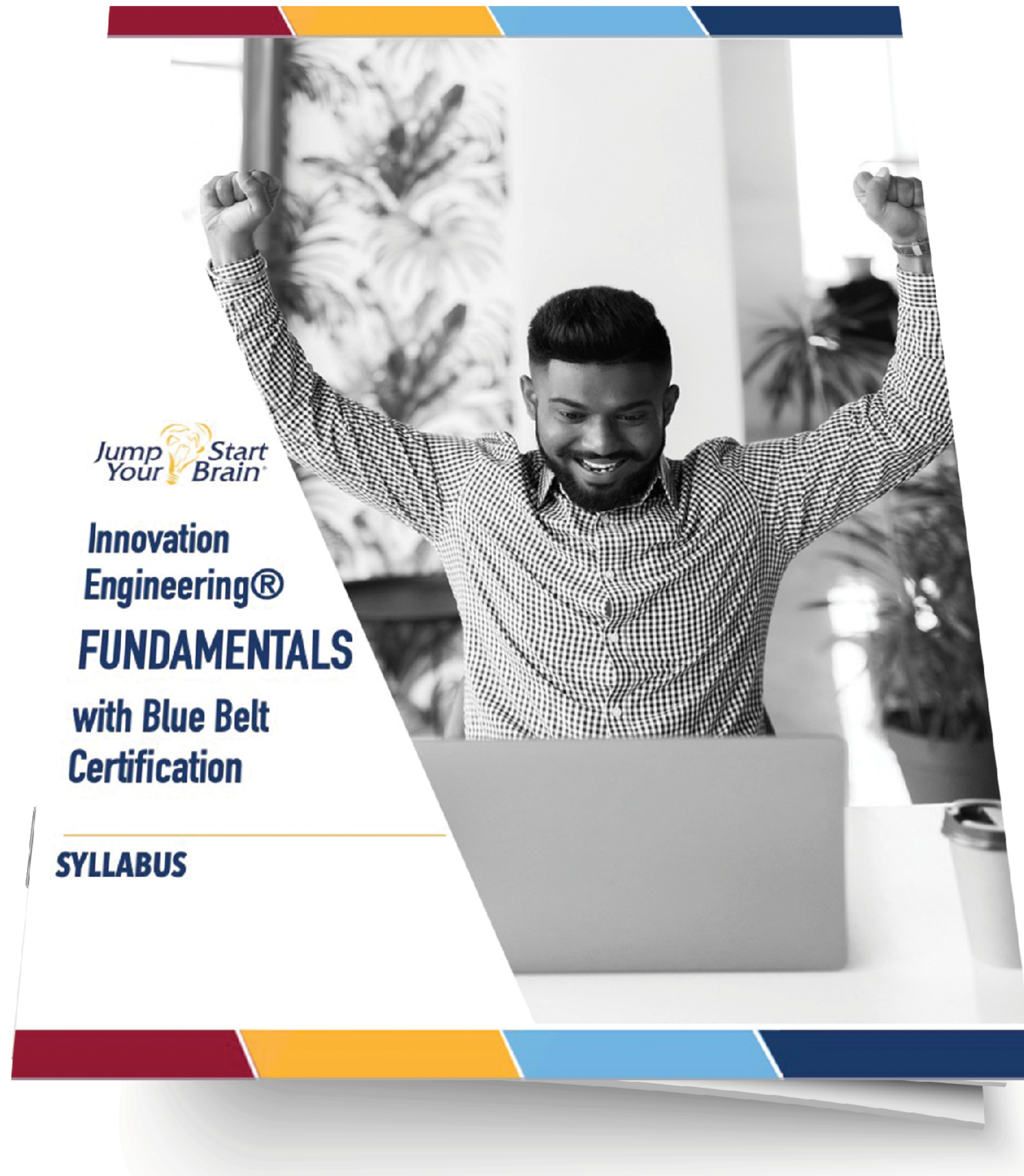


Jump Your Brain
Innovation Engineering®
FUNDAMENTALS
with Blue Belt Certification

SYLLABUS

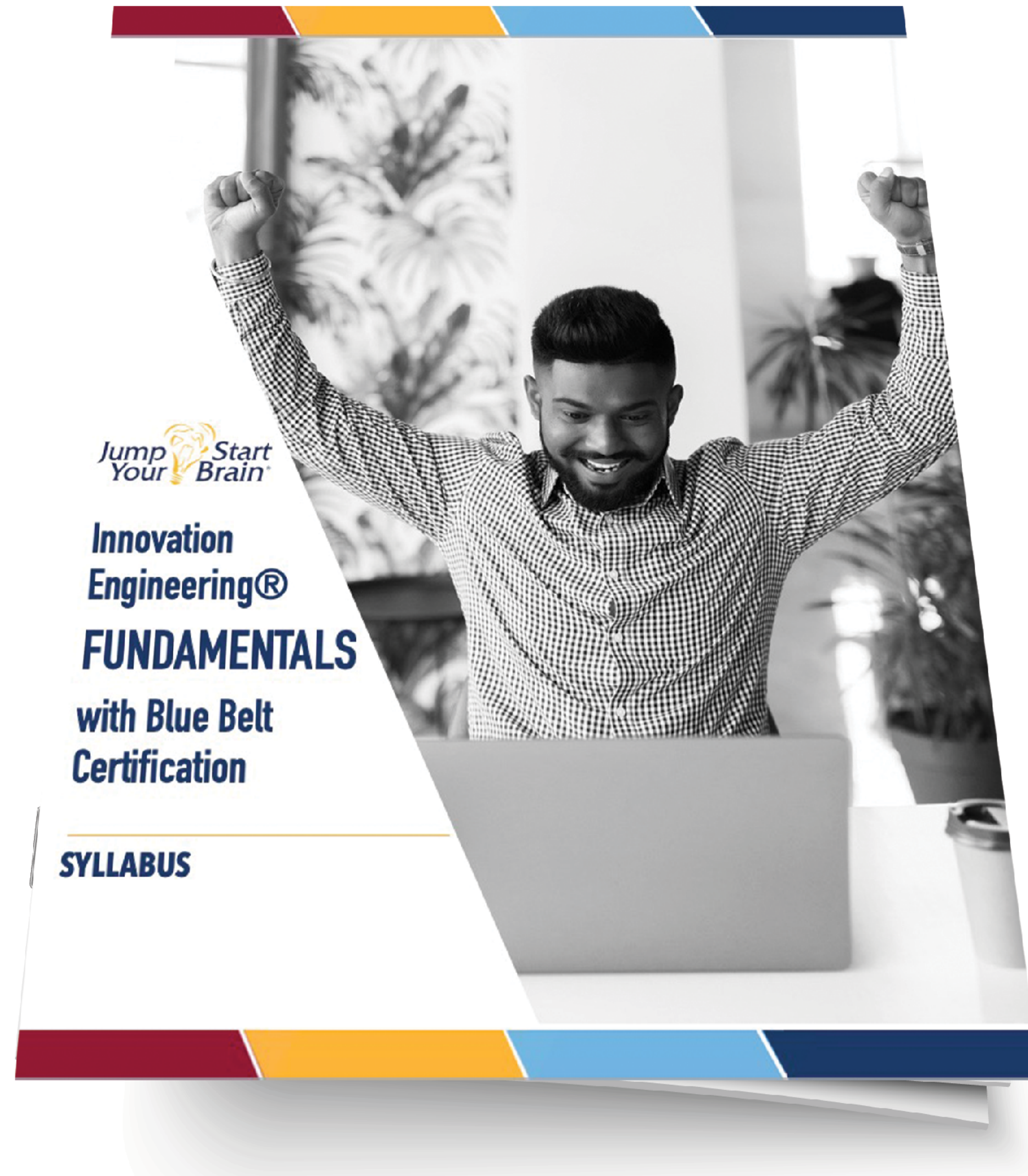
- This is built for **ANYONE**.
- No skill or experience required.
- Every function and level is recommended.
- If you want yourself or your staff to be able to create, communicate, and take action on cool new ideas... this fits!
- We also have an expert level innovation course and workshops specifically designed for executive teams.

What type / size of company should do it?



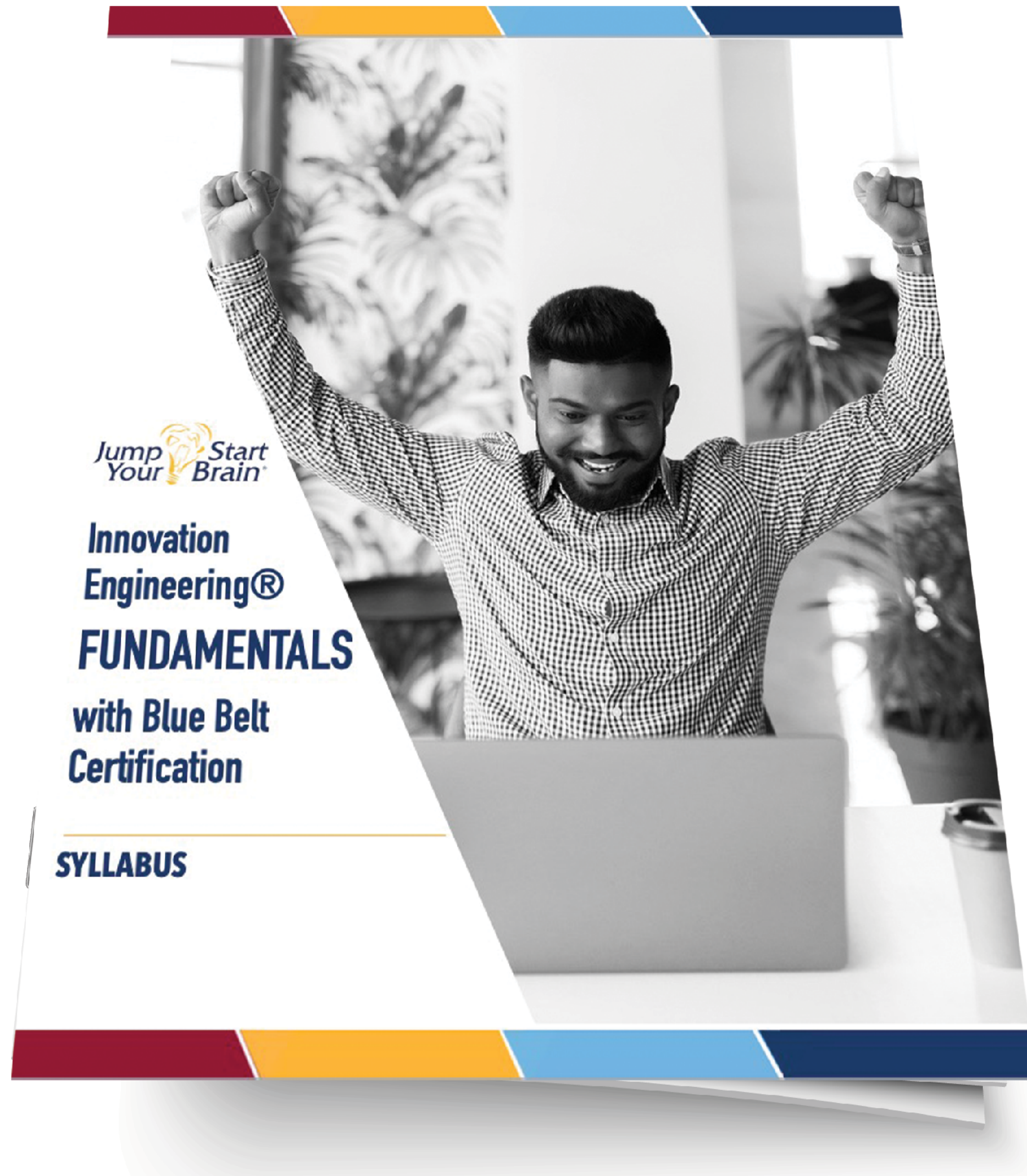
- This program is build for every type of organization.
- Everyone except government agencies are eligible for the funding.
- One-person companies through to 75,000+

Do other courses qualify for funding?



- It's **LIKELY** for the Innovation Engineering Mastery Course with Black Belt Certification
An expert level course
For those responsible for systemic innovation, breakthroughs, culture development, etc.
- It's **POSSIBLE** for other Innovation Engineering courses.
- If you sign up for a private Fundamentals course with 15 or more participants, we offer you a **Front End Innovation Leadership Workshop** at **NO COST**.

How do I get my team signed up?



Visit:

EurekaRanch.com/Fundamentals-Course

and/or contact me:

Lydia Carson

VP, Innovation Engineering Systems

Lydia@EurekaRanch.com

513.509.6405

Other Questions?

For more information...

Lydia Carson

VP, Innovation Engineering Systems



Lydia@EurekaRanch.com



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EurekaRanch.com

