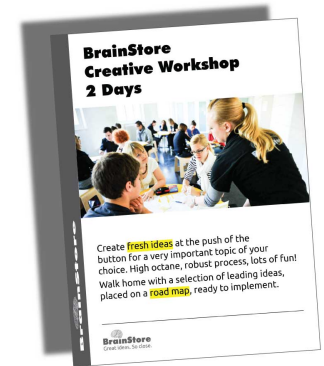


Do you have a mission critical innovation challenge? Do you need a reliable set of strong ideas in a very short time? Are you looking for grounded ideas as well as "out-of-the-box-thinking"? Would you like to create a strong buy-in for the ideas created? Would you like the results to be analysed based on success criteria? Would you like to start implementation ASAP?

## BrainStore Creative Workshop 2 Days

The "Creative Workshop 2 Days" is a great format to create a set of fresh ideas for a mission critical topic. We use the proven BrainStore Idea Machine. At the end of the workshop we have set of concrete ideas. Every idea has been analysed based on success criteria. The leading ideas are visualised in a comparable manner and placed on a road map.



### Usage

You have a mission critical top and you need a set high quality ideas.

This is how BrainStore creates value for you:

- Surprising contents
- High efficiency
- Good energy among the participants
- Results that are ready to implement
- Professional project management

### Time Box

The "Creative Workshop 2 Days" requires a minimal lead time of two weeks.

### Community

The "Creative Workshop 2 Days" is an ideal process to include an interesting community of participants. BrainStore recommends to include participants from within your organisation, customers of your organisation, external experts and lateral thinkers. Recommended number of participants: 24 to 90.

### Pricing

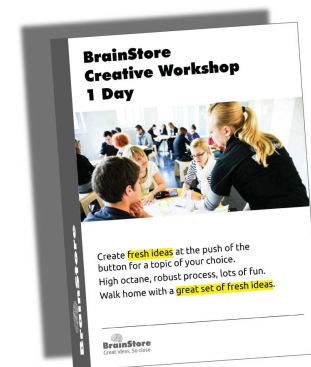
All BrainStore offers are based on BrainStore's avant-garde "Pay-What-You-Wish-Model". After receiving the deliverables you have two days to reflect on the value and to set the price. You can set any price you wish. There is no minimum and no maximum. BrainStore will send you and invoice for the amount indicated, due within 10 days. Third party costs are covered by the customer.

13 February 2017

Do you have an important innovation challenge? Do you need surprising results in a short time? Are you looking for grounded ideas as well as "out-of-the-box-thinking"? Would you like to create a strong buy-in for the ideas?

## BrainStore Creative Workshop 1 Day

The "Creative Workshop 1 Day" is an intensive workshop to create ideas for a strategic relevant innovation challenge within one day. During the workshop we use the proven BrainStore Idee Maschine process. The workshop is structured in three parts: 1) The amassing phase (goal: quantity). 2) The illumination phase (goal: quality). 3) The like phase (goal: identify the most promising ideas). At the end of the workshop we have a set of concrete ideas, and we know which ideas resonate the most among the participants.



### Usage

You have a strategic relevant innovation challenge you would like to work on.

This is how BrainStore creates value for you:

- Powerful contents
- High efficiency
- Powerful innovation experience for all participants
- Professional project management

### Time Box

The "Creative Workshop 1 Day" requires a minimal lead time of one week.

### Community

The "Creative Workshop 1 Day" is an ideal process to include an interesting community of participants. BrainStore recommends to include participants from within your organisation, customers of your organisation, external experts and lateral thinkers. Recommended number of participants: 18 to 60.

### Pricing

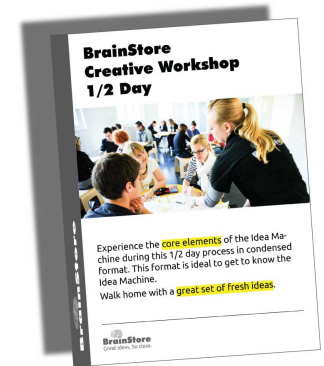
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13 February 2017

Would you like to get to know the BrainStore Idea-Machine? Do you have an interesting innovation challenge? Do you need a surprising set of ideas in a very short time? Are you looking for grounded ideas and "out-of-the-box-thinking"?

## BrainStore Creative Workshop 1/2 Day

The "Creative Workshop 1/2 Day" is a great format for a simple innovation challenge and to get acquainted with the BrainStore Idea Machine. The workshop is structured in three parts: 1) The amassing phase (goal: quantity). 2) The illumination phase (goal: quality). 3) The like phase (goal: identify the most promising ideas). At the end of the workshop we have a set of concrete ideas, and we know which ideas resonate the most among the participants.



### Usage

You have a simple but urgent innovation topic you would like to work on. And you would like to get to know the BrainStore Idea Machine.

This is how BrainStore creates value for you:

- Powerful contents
- High efficiency
- Short duration
- Professional project management

### Time Box

The "Creative Workshop 1/2 Day" requires a minimal lead time of three days.

### Community

The "Creative Workshop 1/2 Day" is an ideal process to include an interesting community of participants. BrainStore recommends to include participants from within your organisation and external participants. Recommended number of participants: 12 to 24.

### Pricing

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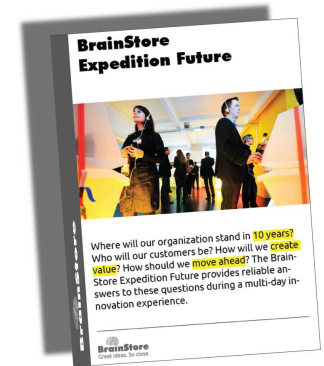
13 February 2017

Would you like to know, where your organisation will be in 10 years? Would you like to create awareness for change and a sense of urgency? Would you like to improve your interaction with customers and the market? Would you like to break up the traditional innovation structures in your organisation? Would you like to set trends?

## BrainStore Expedition Future

The "BrainStore Expedition Future" is a great voyage to the future of your organisation. Detached from the micro stress of daily business we will look into the future of your organisation. We create awareness for the need of change and a sense of urgency. We leave the comfort zone. We develop powerful initiatives targeting at different areas of your work. We will return from the expedition with a road map for next steps.

The expedition is led by experienced BrainStore expedition guides.



### Usage

You would like to know what your organisation stands for in the future and how to make this happen.

This is how BrainStore provides value to you:

- Powerful contents, placed on a smart road map
- Stimulating ideas and contributions from outside of your organisation
- Strong buy-in by the participants
- Professional project management

### Time Box

A "BrainStore Expedition Future" usually lasts 2 to 4 days. Lead time: 2 weeks to 3 months.

### Community

The "BrainStore Expedition Future" allows you to integrate an ideal team of stakeholders from within your organisation, management and staff, customers of yours, external experts and lateral thinkers. Recommended number of participants: 24 to 60.

### Pricing

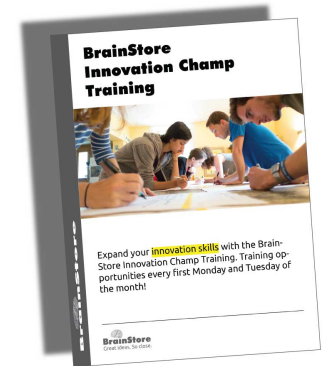
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14 February 2017

Would you like to improve your innovation skill? Would you like to get to know the key factors of successful innovation work? Would you like to learn how to create great ideas at the push of a button? Would you like to get to know a set of amazing innovation tools?

## BrainStore Innovation Champ Training

Since 2013, BrainStore's founder Markus Mettler hosts the Innovation Champ Training. This unique training experience always takes place on the first Monday and Tuesday of the month - in alternating locations. The Innovation Champ Training is for innovators, who want to perfection their skills. Each training is customised to the needs of the participants. The basis of the training is BrainStore's "DNA of Innovation" as well as the BrainStore Idea Machine.



### Usage

You are interested in ideas and innovation. You would like to expand your skills and get to know new innovation tools.

This is how the Innovation Champ Training brings value to you: you get a good overview of the central building blocks of innovation. You will get to know a set of robust, replicable and scalable innovation tools. You will meet interesting people and collaboration formats. You will learn how to create great ideas at the push of a button.

### Time Box

Every first Monday and Tuesday of the month. On both days from 10am to 5pm. Check-in starts at 9:30am

### Community

For every Innovation Champ training the community is individually composed. BrainStore assures that there is a good mix of interesting participants.

### Pricing

All BrainStore offers are based on BrainStore's avant-garde "Pay-What-You-Wish-Model". After receiving the deliverables you have two days to reflect on the value and to set the price. You can set any price you wish. There is no minimum and no maximum. BrainStore will send you an invoice for the amount indicated, due within 10 days. Third party costs are covered by the customer.

13 February 2017

Would you like to improve the innovation performance in your organisation? Would you like to learn about the key factors of successful innovation work? Would you like to learn how to produce fresh ideas at the push of a button? Would you like to get to know an amazing set of efficient innovation tools?

## BrainStore Innovation Training for Teams

The BrainStore "Innovation Training for Teams" is ideal for innovation teams within organisations. Based on a good briefing and the needs and the desires of the participants BrainStore designs a customised training program. Experienced BrainStore trainers lead the trainings. Learning by doing and collecting practical experience is a key success factor of BrainStore's "Innovation Training for Teams".



### Usage

You want to increase the innovation performance of your team.

This is how BrainStore provides value:

- BrainStore listens to the needs and desires of your team and customises the training based on the key factors of successful innovation work.
- You can capitalise on BrainStore's large experience.
- You get access to robust, proven, scalable and replicable tools.

### Time Box

Customised trainings can range from 1/2 day to 1 week, depending on your needs.

### Community

The Innovation Training can take place with members from your team or with participants from different parts of your organisation. All participants need to be interested in the topic of innovation. BrainStore also offers an application routine for your Innovation training.

### Pricing

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13 February 2017

Are you unhappy with the innovation culture in your organisation? Do you room for improvement? Is there too much talk about innovation and too little walk? Are you looking for a transparent analyses of your innovation work and a powerful action plan?

## BrainStore Innovation Check-Up

The "BrainStore Innovation Check-Up" is a customised analysis of the innovation work in your organisation. The BrainStore-Team examines how your team applies the key factors of successful innovation work. How good are the briefings? Are the right people involved in innovation projects? What processes are in place? Are the innovators motivated, what motivation factors are used? What happens with leading ideas?



### Usage

You would like to know: "Is my organisation fit for the future?"

This is how BrainStore provides value with the "Innovation Check-Up"

- Gathering of information through open interviews with key players
- Analysis of the results
- Action plan with recommendations

### Time Box

The "Innovation Check-Up" usually takes 2 to 5 days. Lead time: 1 week

### Community

BrainStore recommends to integrate the key Innovation players and key decision makers in your organisation for the Innovation Check-Up.

### Pricing

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13 February 2017

Would you like support for your innovation work? Do you need help to prepare, run or evaluate your innovation project? Are you looking to improve the innovation culture in your organisation? Would you like a fresh perspective from the outside? Do you need fast, accurate and outspoken feedback?

## BrainStore Innovation Coaching

Experienced BrainStore coaches support you with your innovation projects. Coaching topics include:

Improve the innovation culture within your organisation, write good briefings, compose innovation communities (from within and outside of the organisation), motivate participants and support them to move out of their comfort zone and think out-of-the box, run the Idea Machine (find good questions - allocate tools to questions), support with designing good ideas and placing leading ideas on road-maps. Technical support with the Idea Machine Engine.



### Usage

You are looking for a personal innovation coach, who supports you in face-to-face meetings, via phone or email

This is how your coach provides value to you:

- BrainStore coaches ask great questions and know how to listen
- BrainStore support you to structure and prioritize information
- BrainStore coaches have access to great tools, processes and examples
- BrainStore coaches are fast, focused and outspoken

### Time Box

Lead time for "BrainStore Innovation Coaching" often is very short. Coaching can be one time or ongoing. Talk to you BrainStore Champ!

### Community

"BrainStore Innovation Coaching" is ideal for executives and key innovation players within your organisation. It's also a great support tool for beginners and founders of start-up organisations.

### Pricing

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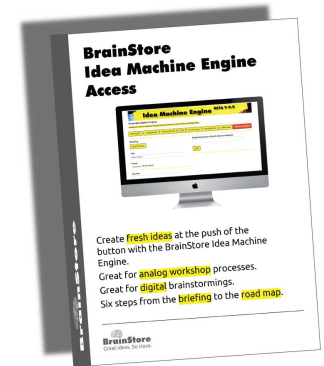


Are you looking for a top efficient software tool to prepare, run and evaluate innovation projects? Would you like to spend more time focussing on contents and people in your innovation work and less time on planning and managing innovation projects?

## BrainStore Idea Machine Engine Access

The BrainStore Idea Machine Engine Software is the ideal catalyst for your innovation work. All central building blocks of the BrainStore Idea Machine can be simply accessed via the tool, which is provided as Software as a Service (SaaS).

The key features include: Capture good briefings. Amassing tools: over 20 Tools to collect a large amount of ideas and inspirations. Illumination tools: display of brainstorming results in inspiring formats. Like tool: identify the most interesting ideas. Criteria Scan: analysis of ideas based on a set of success criteria. Idea Selection: get feedback from an ideas jury. Road maps: create the implementation plan for ideas.



### Usage

You are looking for the perfect Tool to boost the productivity of your innovation team. A tool, that's equally suitable for analog workshops and digital brainstormings.

This is how the Idea Machine Engine provides value to you and your team:

- Increase of overall innovation efficiency
- More time to focus on people and content
- Real time results after every process step, no painful project delays
- Comprehensive documentation of the results at the push of a button

### Time Box

You can self activate your Idea Machine Engine account in less than a minute - we do recommend to start with an Innovation Champ Training and/or book an Innovation Coaching together with the software access.

### Community

The Idea Machine Engine has two groups of users.

- The organisers of Innovation projects who prepare, run and evaluate their projects with the Idea Machine Engine.
- The participants who can participate in online steps of the projects.

### Pricing

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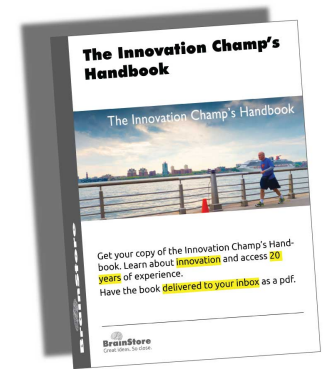
13 February 2017

Would you like to get to know the key factors of successful innovation work? Would you like to get to know the BrainStore Idea Machine? Would you like to learn, why innovation work so often fails? Would you like to access 25+ years of BrainStore experience?

## The Innovation Champ's Handbook

The Innovation Champ's Handbook was published by BrainStore's founder Markus Mettler. You can order it online and it will be sent to you as a PDF file. Learn about the key factors of successful innovation work and capitalise on more than 25 years of experience.

What you will discover in the handbook: why traditional innovation approaches so often fail, the importance of a good briefing, how to compose the ideal innovation community (who to integrate - who not to integrate). How to motivate your time for innovation work, how to create awareness for change and a sense of urgency. How to use the BrainStore Idea Machine to create fresh ideas on the push of a button. How to design road maps. How to improve the innovation culture in your organisation.



### Usage

You would like to get to know the key factors of successful innovation work and learn about the BrainStore Idea Machine.

In the Innovation Champ's Handbook you will find a comprehensive overview of the key factors of successful innovation work, many interesting examples and numerous tips for your everyday innovation work.

### Time Box

The book will be sent you as a PDF within 24 hours of ordering

### Community

The Innovation Champ's Handbook is ideal executives, innovations managers and anyone passionate about ideas and innovation.

### Pricing

All BrainStore offers are based on BrainStore's avant-garde "Pay-What-You-Wish-Model". After receiving the deliverables you have two days to reflect on the value and to set the price. You can set any price you wish. There is no minimum and no maximum. BrainStore will send you an invoice for the amount indicated, due within 10 days. Third party costs are covered by the customer.

13 February 2017

Would you like to open a BrainStore in your town, your organisation or open an online BrainStore? Would you like to team up with other BrainStore partners and run a BrainStore as a team? Would you like to participate in innovation projects? Would you like to start your own career as an innovator? Would you like to delight your customers by supporting them to create and implement great ideas and have a good time?

## BrainStore Partnership

Open your own BrainStore and join other partners in their innovation work.

As a partner you will receive:

- Access to the worldwide BrainStore network with fascinating people
- Access to a great set of tools and processes for your projects
- Access to numerous tutorials, templates, case studies and the partner newsletter
- The right to use the BrainStore brand and the business model
- The possibility to participate in interesting projects and the annual partner get together

### Usage

You would like to open your own BrainStore or join an existing BrainStore as a team member.

The BrainStore partnership opens doors to a fascinating network of Innovation Entrepreneurs from all over the world. You get immediate access to state-of-the-art tools and processes.

### Time Box

Are you eager to get started? Apply for the next Innovation Champ Training - you never have to wait more than a month :-).

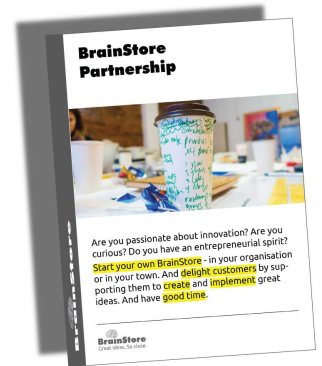
### Community

These are the ideal prerequisites to become a BrainStore partner:

- You are curious
- You are interested in many different topics
- You like human beings
- You like language
- You like challenges
- You like to work on your own and in teams

### Pricing

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Do you need additional inspirations and ideas for your innovation project? Would you like fresh ideas from you customers and co-workers? Would you like access to the ideas of external experts? Are you looking for fresh ideas from other countries or industries?

## **BrainStore Add Ons: Net Scouting, Trend Scouting, Idea Interviews, Expert Interviews**

Add spice to your innovation projects with BrainStore Add ons.

- Net Scouting: surprising ideas from the web
- Trend Scouting: surprising ideas from other countries and industries
- Idea Interviews: inputs and ideas from your customers and co-workers
- Expert Interviews: Know how and expertise from leading experts



### **Usage**

BrainStore Add Ons are great to spice up your innovation life.

BrainStore provides value by

- Suggesting the ideal add ons
- Customised search fields and tools
- Good briefings for every add on
- Identifying key contributors
- Analysis and summaries
- Professional project management

### **Time Box**

Add ons usually require a production time of 1 to 4 weeks.

### **Community**

Every add on will involve a community of interesting people contributing to the success of your project.  
Talk with your BrainStore about the people you'd like to integrate!

### **Pricing**

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