(COOi) Studios
Co Open Innovation Studios

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9 INDUSTRY, INNOVATION AND INFRASTRUCTURE

What Problems are we Solving?

Finance
Process optimization
Leveraging data
Faster processing

Human Resources
Organisational Culture
Attracting Talent
Leadership Development
Continuous Learning
Employee Experience

Technology
Cyber Security
Lack of Agility

Marketing
Customer Experience
Driving Personalisation
Leveraging Customer Date

Operations
Integrated multi-channels experience
Organisational silos that prevent single customer view
Mechanisms for customers to co-create
Rethink value chain for new breed of customers

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How are we Solving these Problems?

Design Thinking	Learning	Experiences

COOi Studios, an Open Innovation Studio, that helps corporates rapidly move from problem to a tested solution developed by a start-up using design thinking methods. We are an ecosystem enabler that provides access between local and global start-ups to large corporations in South Africa and other international clients. In our lab we also educate leaders of corporations about 4th industrial revolution technologies (AI, IoT, 3D printing, VR and AR) so these innovations can thrive in the corporate environment. Or our lab can come to you as a pop-up studio, creating memorable experiences for your employees at your next strategy day.

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The FUTURE Females Team that helps you solve tough business problems*

Sandiso Sibisi
Studio Director

An has over 8 years experience in consulting, having delivered cost reduction analysis, employee and customer experience projects and research on innovation for international development, financial services and consumers goods clients in South Africa and abroad.

Alison has 15+ years of experience across strategy, marketing and product development with global consumer lifestyle brands, such as Apple and Nike. In her most recent role at Apple, she developed and executed go-to-market strategies to expand the Online Store into new global markets.

Alison Sizer
Delivery Director

Bongi Mvuyana
Innovation Snr Associate

Bongi is a digital expert both in the field of customer experience and marketing. She has over 10 years, working experience with over 40 South African and international brands in automotive, beverages, financial services, travel & tourism, telecommunications and retail.

Celiwe is a technologist, she sources solutions developed by start-ups that can solve business problems. She has SAP skills, having graduated from SASOL's SAP programme, and has worked on SAP HANA projects both at Sasol and at Accenture.

Celiwe Sibeko
Innovation Jnr Associate

Benita is a researcher at COOi Studios. Her skills like in critical thinking, time management, problem solving, and thinking out of the box. She holds a Bsc in electrical engineering from Wits University and is also a Golden Key recipient.

Bernita Tshiyamba
Innovation Analyst

* COOi is 100% Black and Female Owned Enterprise

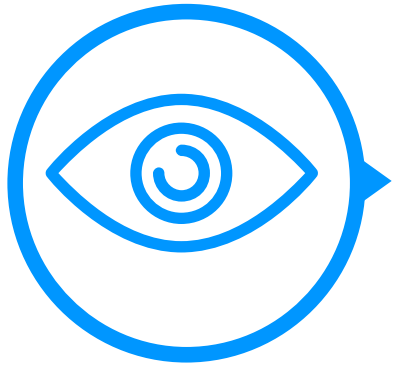| 1 | About COOi Studios |
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Design Thinking Offering

Empathise

The below applicable activities are conducted per group to develop empathy for the users:
- Video and Photo Journaling
- Focus Groups
- Interviews
- Surveys

(This phase includes 1 week of project mobilising and planning)

Define

The below deliverables are developed to define a meaningful and actionable problem statement:
- User Journey Maps
- Problem Statement

Ideate

Brainstorming of ideas to solve the problem and selecting the suitable solution:
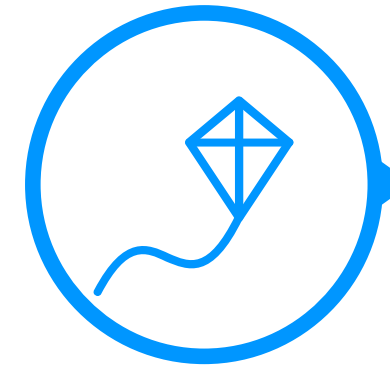- Brainstorming
- Select an idea for prototyping

Prototype

Build a low fidelity prototype that can be used to test the proposed solution on UX apps, Story boarding
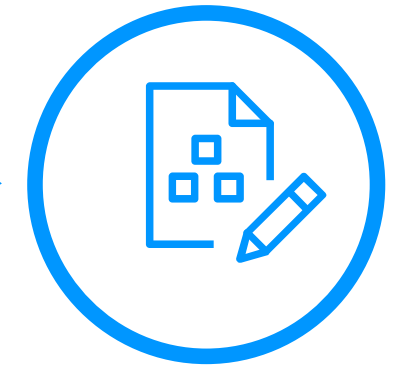- Develop 1 prototype per group
- Revise build based on TEST customer/employee feedback

Test

Allow users to test the prototype, to test assumptions, activities include:
- Formulating scenarios
- Interacting with users
- Capture user feedback
- Share feedback with team
- Retest with user

Make a Case

Analysis if solution is a pass or fail:
- Cost benefit Analysis
- Packaged executive presentation per group

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Design Thinking | Learning | Experiences

We have standard learning offerings, from Design Thinking Basics, to how emerging technologies are impacting your sector. We tailor make the course to suit your business needs, bringing in experts from the field to co-facilitate with us. We love to keep the classroom size small and intimate, maximum 12 people per class. See samples →

AI, ROBOTICS, IOT AND VR SOLUTIONS FOR HUMAN RESOURCE MANAGEMENT

JOIN US FOR A MASTERCLASS ON THE

FUTURE OF HUMAN RESOURCES:

AI, ROBOTICS, IOT AND VR SOLUTIONS FOR HUMAN RESOURCE MANAGEMENT

08:30 Tech Demonstrations, experience the tech whilst having some breakfast

09:00 Introductions, allow the all female COOi team, to tell you their story

09:15 Emerging Technologies session, where we break down the evolution of AI, Robotics, IoT and VR and how they apply to the Future of HR and Workforce development

10:00 Tea break

10:15 Tech Demonstrations from Rekindle Learning (AI), Cognitive Systems (Robotics), Attinov (IoT) and Eden (VR) start-ups

11:15: Closing Remarks, unfortunately all good things come to an end, but you are more than welcome to linger longer and play with the tech.

1st Half~ Learn & Empathise
Reveal findings from research, engage in activities that help participants internalise insights, get them to 'walk in the shoes' of their primary user/customer/patient.

2nd Half~ Solve & Align
Taking what was learned on day 1, use it to inspire new thinking and solve for user pain-points. Participants should align and agree to next steps by the end of day 2.

Goals
- Gain alignment on the goals and ambitions of the day and the project
- Establish a baseline understanding of the current context for their business and industry
- Expose participants to insights that have an impact on their business and their customer
- Create a sense of urgency around the current challenge
- Foster real empathy for their primary stakeholder (customer, user, employee, patient etc...)

Goals
- Understand the user journey and identify points of friction or dissatisfaction
- Use the journey to generate concepts or ideas that are user-centered
- Prioritize concepts and ideas by criteria that balance the needs of the user (customer etc...) and the business
- Set goals and KPIs that will demonstrate success for the project
- Gain agreement on next steps and designate roles to move forward

Day 1
1. Setting the Stage
2. Creating a Shared Ambition
3. Insights & Context
4. Creating Empathy
5. Understanding the Current State

Day 2
1. Generating Concepts
2. Prioritising and Roadmapping
3. Measuring Success
4. Wrapping it up

Design Thinking

Learning

1- Day Ideation with Executives

Early Morning
- Setting the stage
- Shared Ambition
- Insights and Context

Late Morning
- Tech Immersions (Experience- AI, IoT, 3D printing, VR and AR)

Afternoon
- Generating Concepts
- Selection and Prioritization

- Identify common problems that can be solved using innovative technology across the business

OUTCOMES

Design Thinking
- Learn Design Thinking principles
- Executives understanding impact of emerging technologies and trends for Consumer & Retail industry

Learning

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Experience Offering~ Pop-Up Studio

AI Artificial Intelligence

- Predictive Maintenance for manufacturing for mining sector
- Labour optimisation for warehousing
- Sentiment analysis in South African languages- Afrikaans, Zulu and Sotho

Developed by a black owned AI start-up that delivers tangible value from data in the form of perceptive solutions that drive optimised decision making, that unlocks new revenue streams and increases performance.

Robotics

AI powered chatbots for South Africa's financial services industry

3D Printing

- Various 3D printed objects used in the Engineering and Health sector

A Johannesburg based hub, that houses various artists that make almost anything by 3D printing

Internet of Things

- An IoT streetlight that measures noise and air pollution levels
- An IoT noise monitoring device
- IoT broom that enables municipal street sweepers to report certain incidents that they encounter as they sweep the street

A black owned IoT startup that develops IoT solutions that aim to solve problems that plague South African municipalities. They use IoT, 3D printing and IBMs Watson to create these solutions

Augmented Reality

Virtual Reality

- VR puzzle-adventure in which you, a young botanist, are tasked to research a spell-woven book of forgotten myths
- A Crescendo of Ecstasy, combines familiar sculptural forms with a Virtual Reality component that brings the work dramatically to life
- A crossover between traditional and digital art, presented creation of virtual sculptures that were then coded in both AR and VR app

An emerging tech start-up that develops immersive experiences with artists to push the limits of emerging technologies; VR / AR, 3D printing and software development.

What problems have we solved?

Client	Sector	Project Name	Business Problem	Approach and Solution
South African Chrome Mine	Mining	Business Process Reengineering & Business Case	Outdated systems that no longer serve the mines administration needs comprehensively	Delivered reengineered process across all divisions at Mine; Finance, Production, and Engineering. Developed a business case, that recommends solutions of emerging technologies
South African Healthcare Provider	Health	Employee Experience	When new employees joined the organisation, they would not know where to go on the first day of work, their tools were not ready, therefore, they would be unproductive for min 2 weeks.	Design thinking approach, empathise and ideate workshops various business divisions. COOi team mapped out the first draft of employee journey and developed a prototype.
BARCLAYS (Apple logo)	Financial Services/ Consumer & Retail	Financing Programme a Barclays Partnership	Financing is critical to Apple Retail's affordability strategy to provide more customers the ability to own an Apple product, drive new customer acquisition and strengthen customer loyalty.	Create marketing strategies to grow awareness and engagement with customers, streamline the customer journey and connect the digital and physical financing experience.
South African Financial Services Provider	Consumer & Retail	HR Innovation Strategy to address culture and business problems	HR business problems of poor data governance, leadership and organisational culture challenges	Design thinking approach, to define business problems, and a roadmap on how to solve the organizational innovation culture and business problems.
health Department of Health FREE STATE PROVINCE	Health	Visioning and Objectives for Future of Health	Strategic Direction for Innovation initiatives and programme for Department of Health	Design Thinking Workshop to set vision , objective and roadmap to be delivered in the next 3 years.
autoZONE	Consumer & Retail	Pop-Up Studio	Educating executive and snr managers about emerging technologies affecting retail and consumer	Erected a pop-studios showcasing various emerging technologies; AI, IoT, 3D printing, VR and AR.

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Illustration of our problem solving approaches
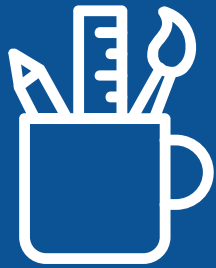
Design Thinking
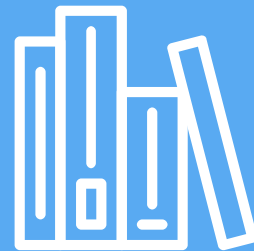
Learning

Experiences

Marketing Design Thinking

Human Resources of the Future Master Class

Pop-Up Studio

Thank You!

Contact:
Sandiso Sibisi
sandiso.sibisi@cooistudios.com

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