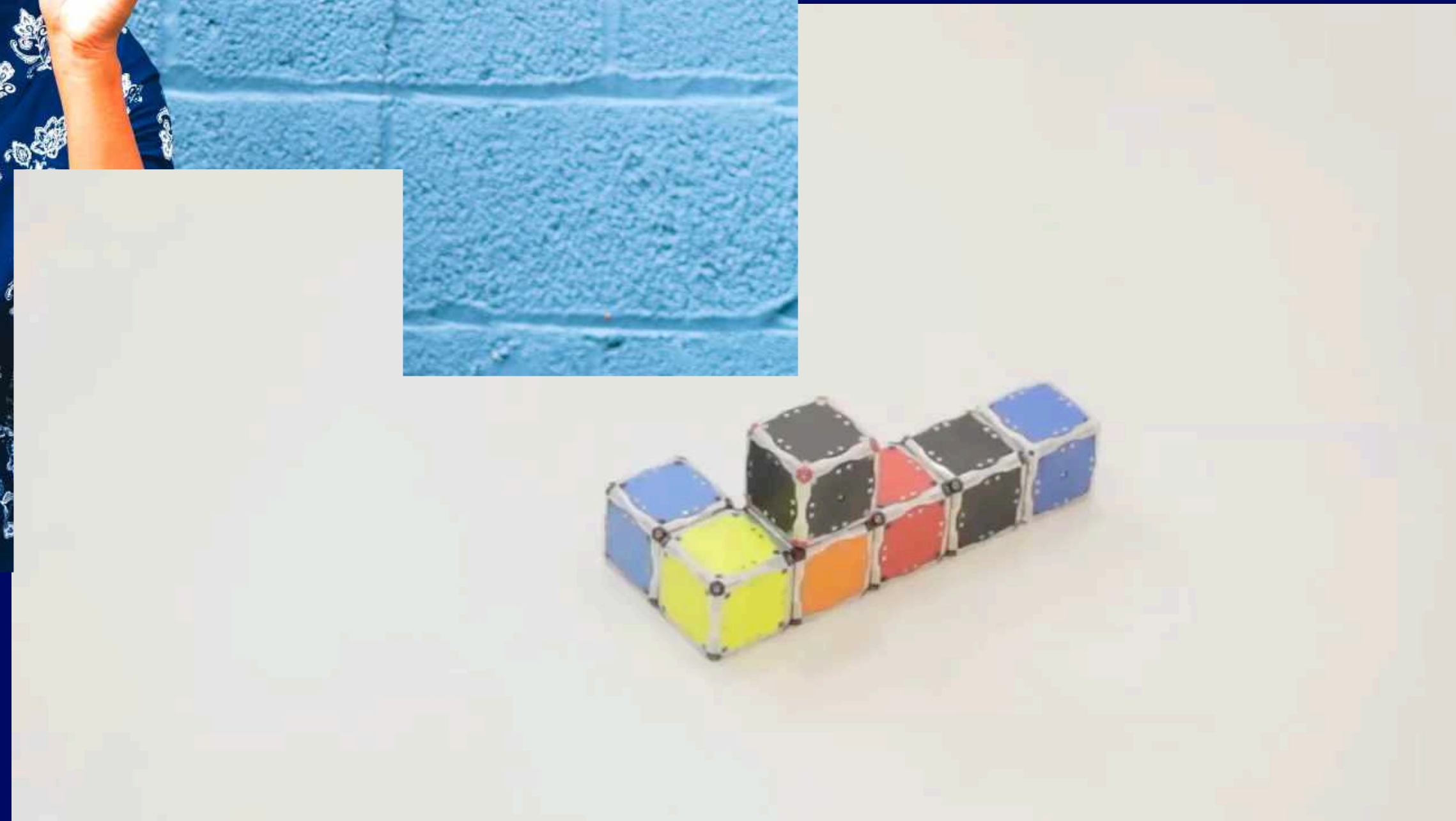




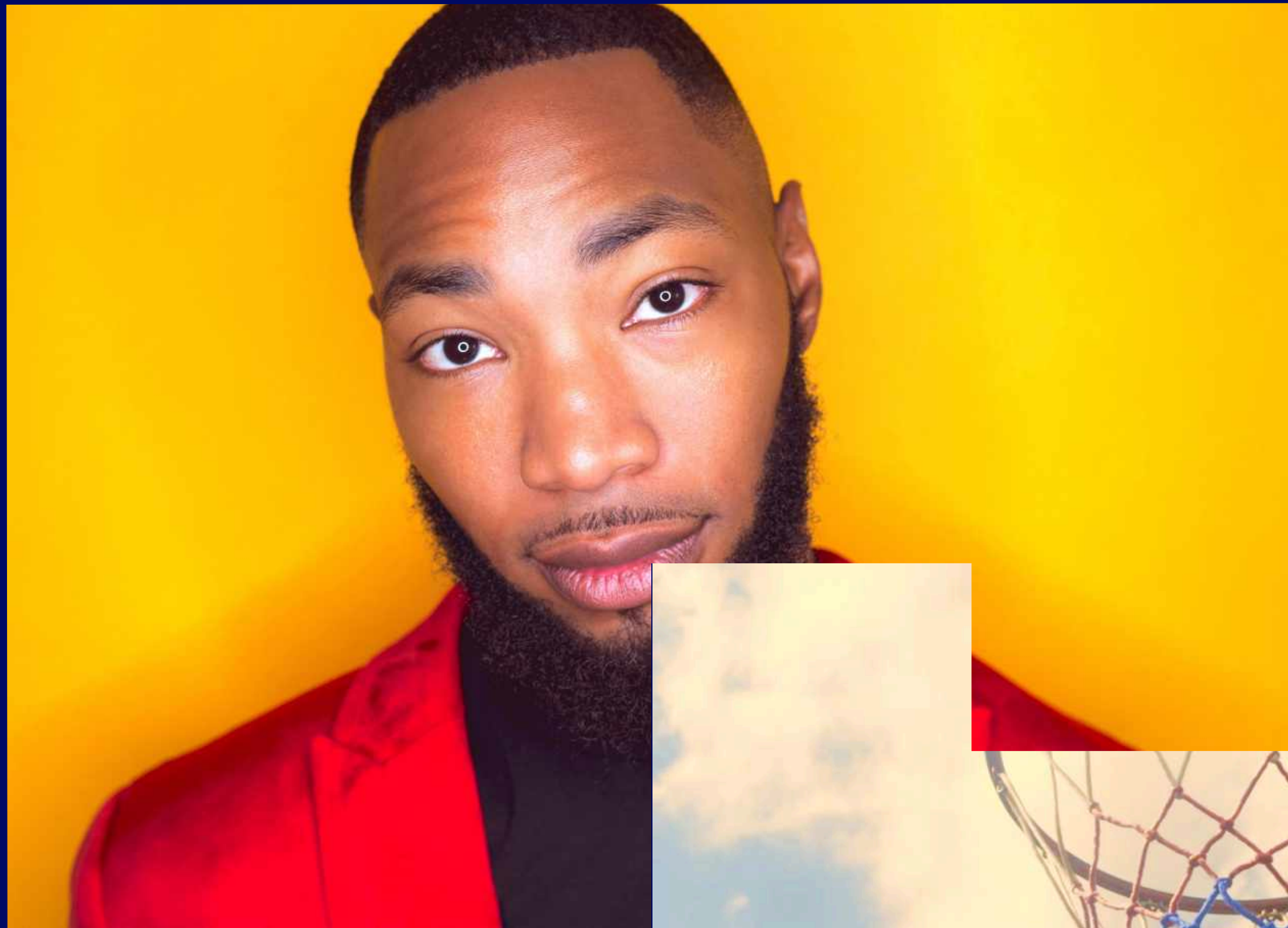
Catch the
next wave



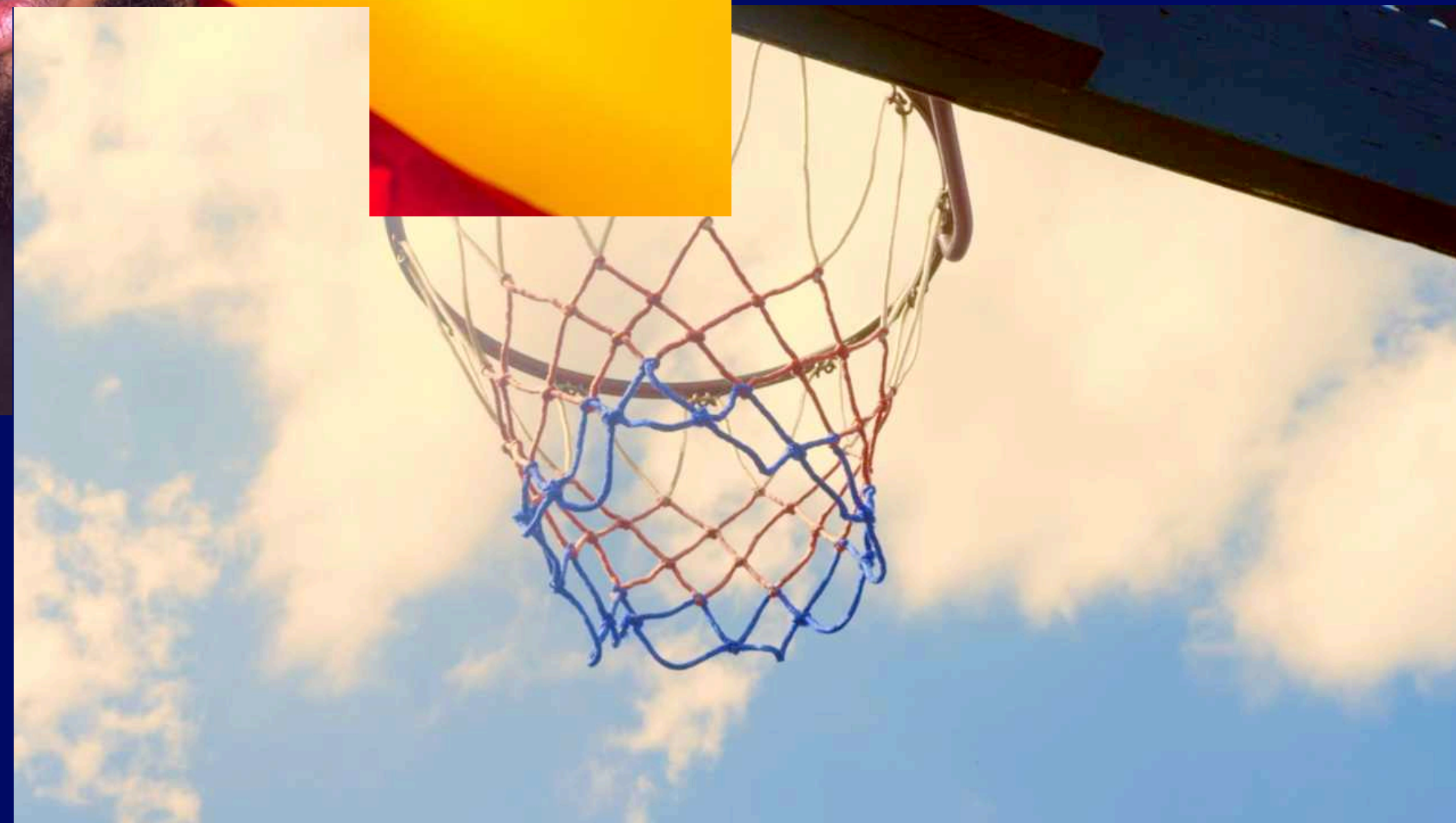
bit



bit



Hello
new



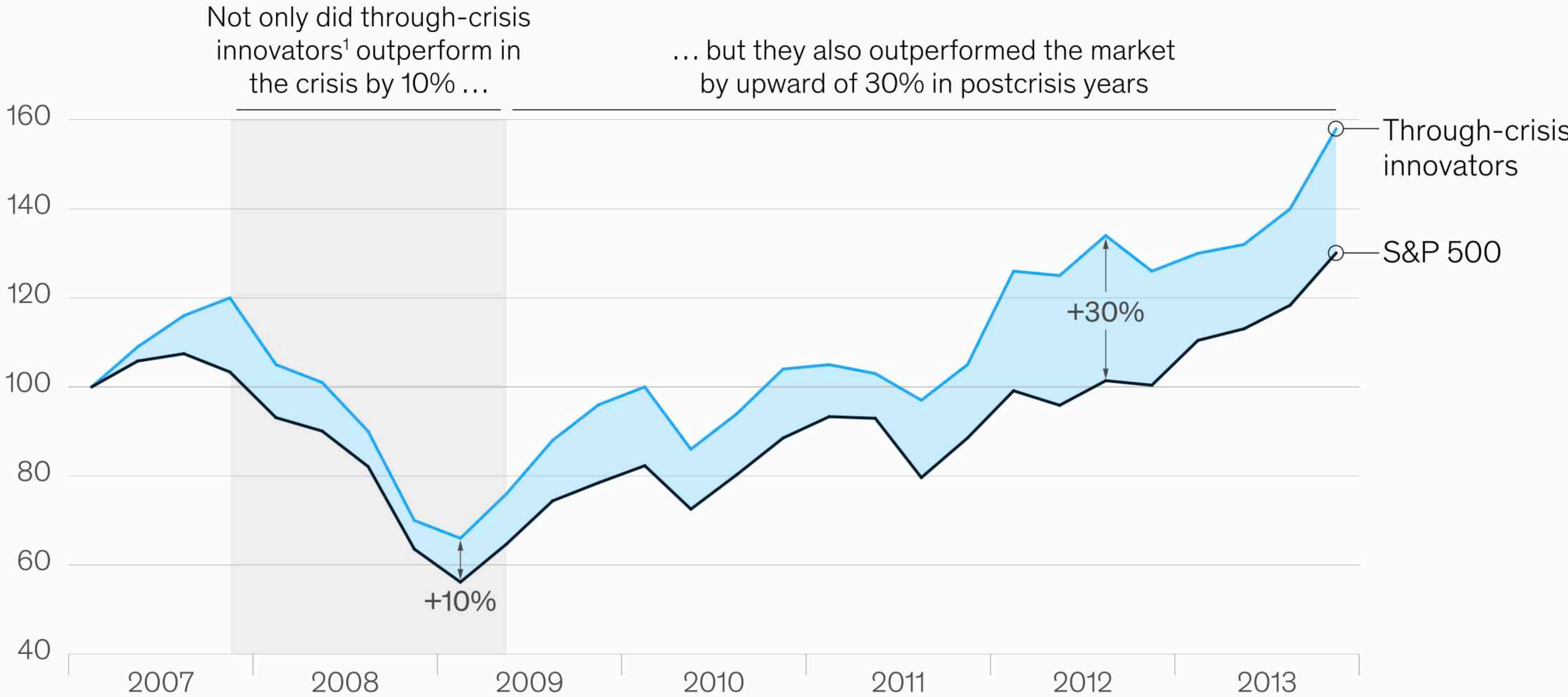
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The biggest management challenge in the 21st century to innovate effectively

History suggests that companies that invest in innovation through a crisis outperform peers during recovery

Normalized market capitalization, index (Q1 2007 = 100)



¹Identified as companies on the *Fast Company* World's 50 Most Innovative Companies list for ≥ 2 years through a crisis, normalized to 2007.

The background features a textured, hand-painted style with wavy, overlapping bands of color. The colors include a light blue base, a vibrant red, and a warm orange. The bands flow across the frame, creating a sense of movement and depth.

**Focusing on the present is
no way to run a business.**

A close-up photograph of Robert Iger, CEO of The Walt Disney Company, speaking. He is wearing a dark suit jacket over a blue button-down shirt and has a thin, silver earpiece in his left ear. He is smiling slightly and looking down and to the left. The background is a solid blue color.

The dictum that has guided me in every job I've held is "innovate or die", and there's no innovation if you operate out of fear of the new or untested.

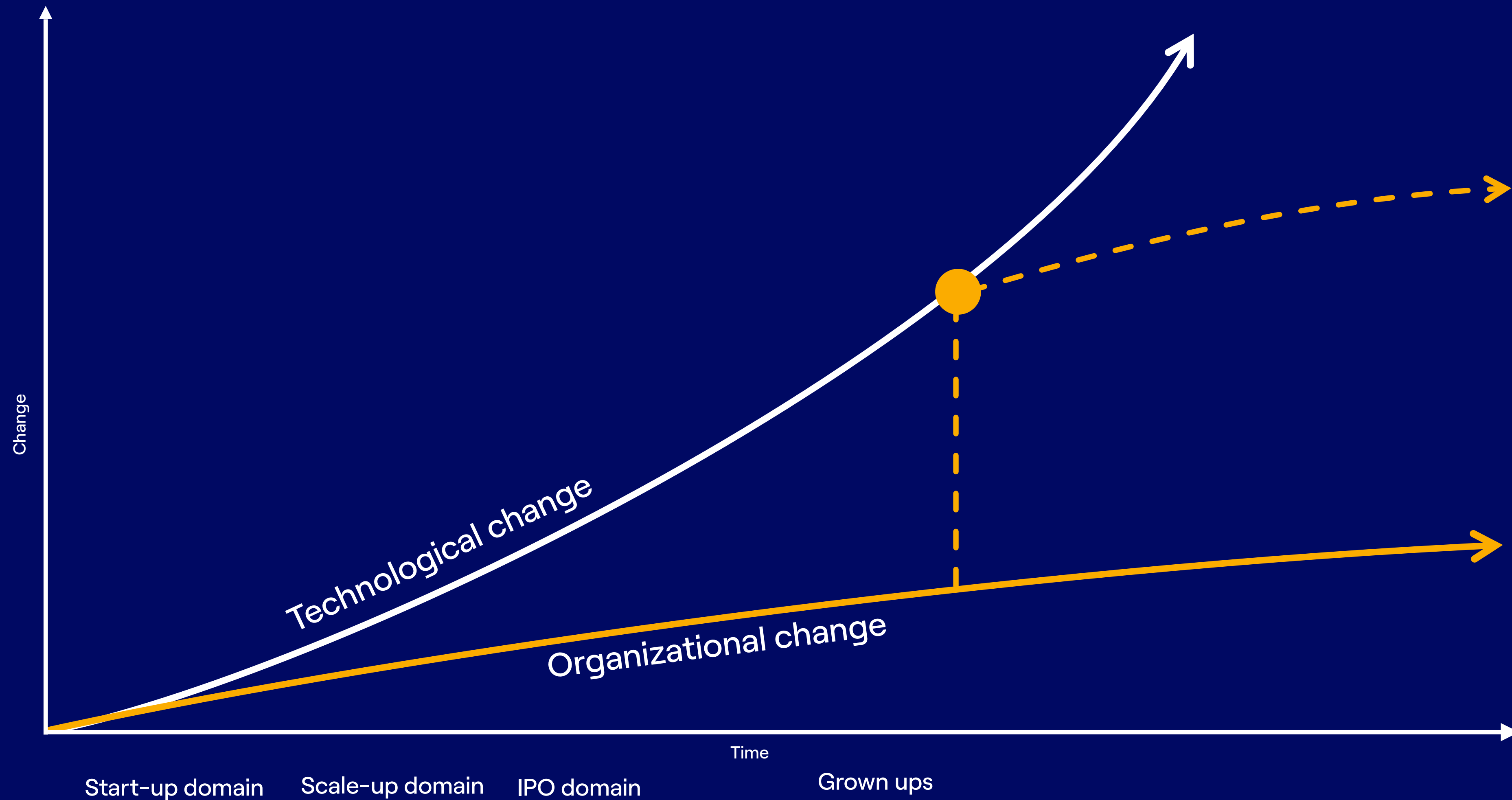
- Robert Iger, 15 year CEO of The Walt Disney Company

A photograph of an older man with white hair, smiling broadly. He is wearing a dark blue suit jacket over a light blue shirt and a patterned tie. The background is a solid, medium blue color. The text is overlaid on the image.

Technology is moving at a pace, we've never seen before. I think we are in chapter one in a hundred chapter book.

- Dominic Barton, Global Managing Director McKinsey

Martec's Law





**How do you manage a slow
changing organisation, into a fast
frontrunning company?**

A young child wearing a red hoodie and a black hockey helmet with a white face mask is leaning on a red metal railing on an ice rink. The child is looking directly at the camera. In the background, a woman is visible, and the rink is surrounded by a glass and metal structure.

Skate where the puck is going

Yesterday

Today

A night sky with a crescent moon and several stars. The sky is a deep purple and blue. In the foreground, there are dark silhouettes of trees and a roofline. The word "Tomorrow" is written in white, bold, sans-serif font in the center of the image.

Tomorrow

Day after tomorrow

Day after tomorrow

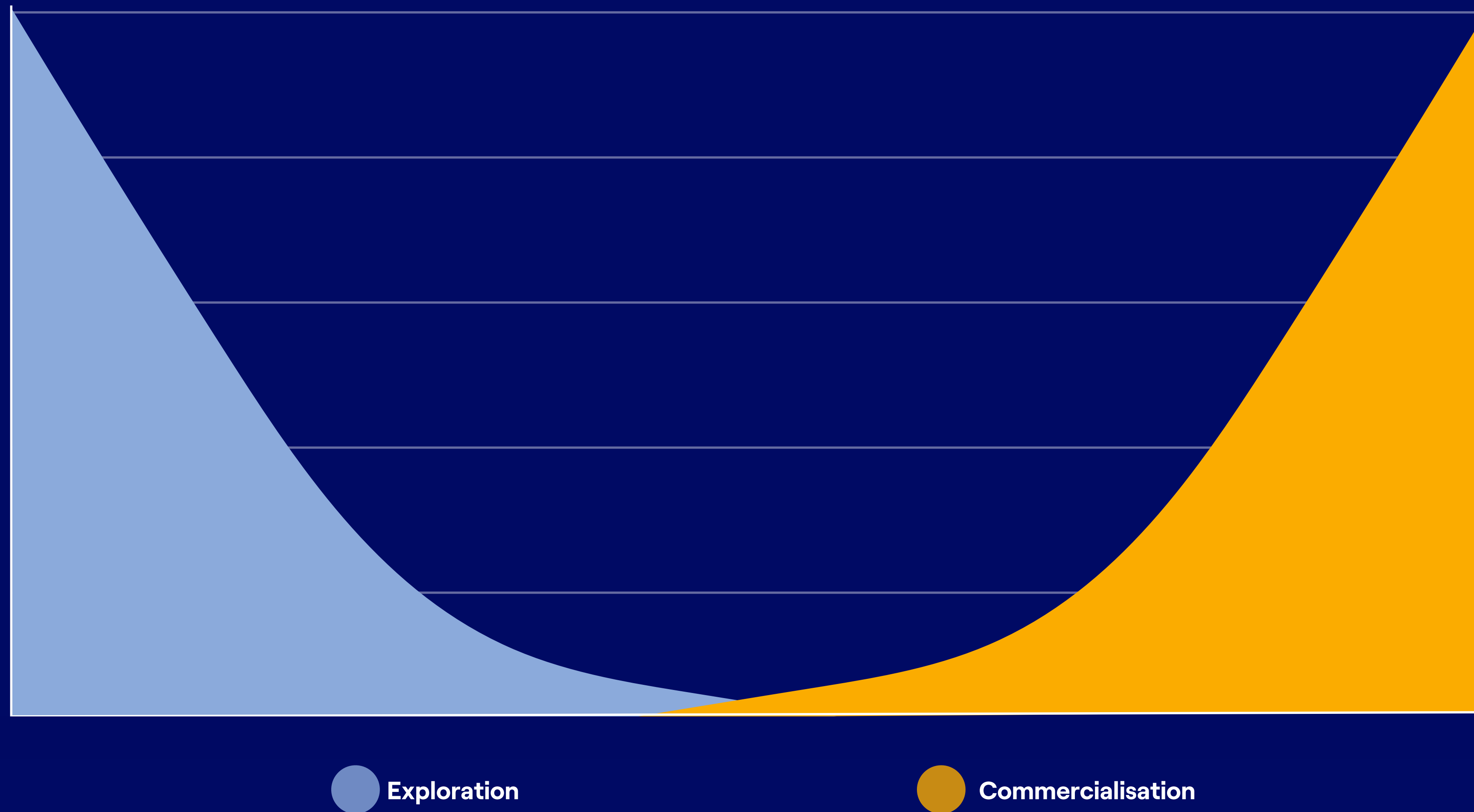


Day after tomorrow

bit

Two modes of operation

2% of the companies can do both Exploration and Commercialisation



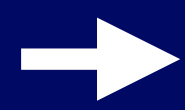
A man and a young girl are walking along a beach at sunset. The man is wearing a white t-shirt and blue shorts, and the girl is wearing a colorful patterned dress. They are walking on the wet sand, and the ocean waves are visible in the background. The sky is a mix of orange, yellow, and grey, indicating the time is either dawn or dusk.

**It is not the strongest that survives,
nor the most intelligent; it is the
one most adaptable to change.**

Charles Darwin

To catch the new wave, you need to

Inform yourself



Act fast



Optimise for agility

A young man with short dark hair, wearing a yellow t-shirt, is seated at a desk in an office, focused on his laptop. In the background, a woman in a red top and a grey skirt is also working at a desk with a laptop. The office has large windows with white blinds on the left and a green partition wall behind the woman. The word "Inform" is overlaid in white text across the center of the image.

Inform



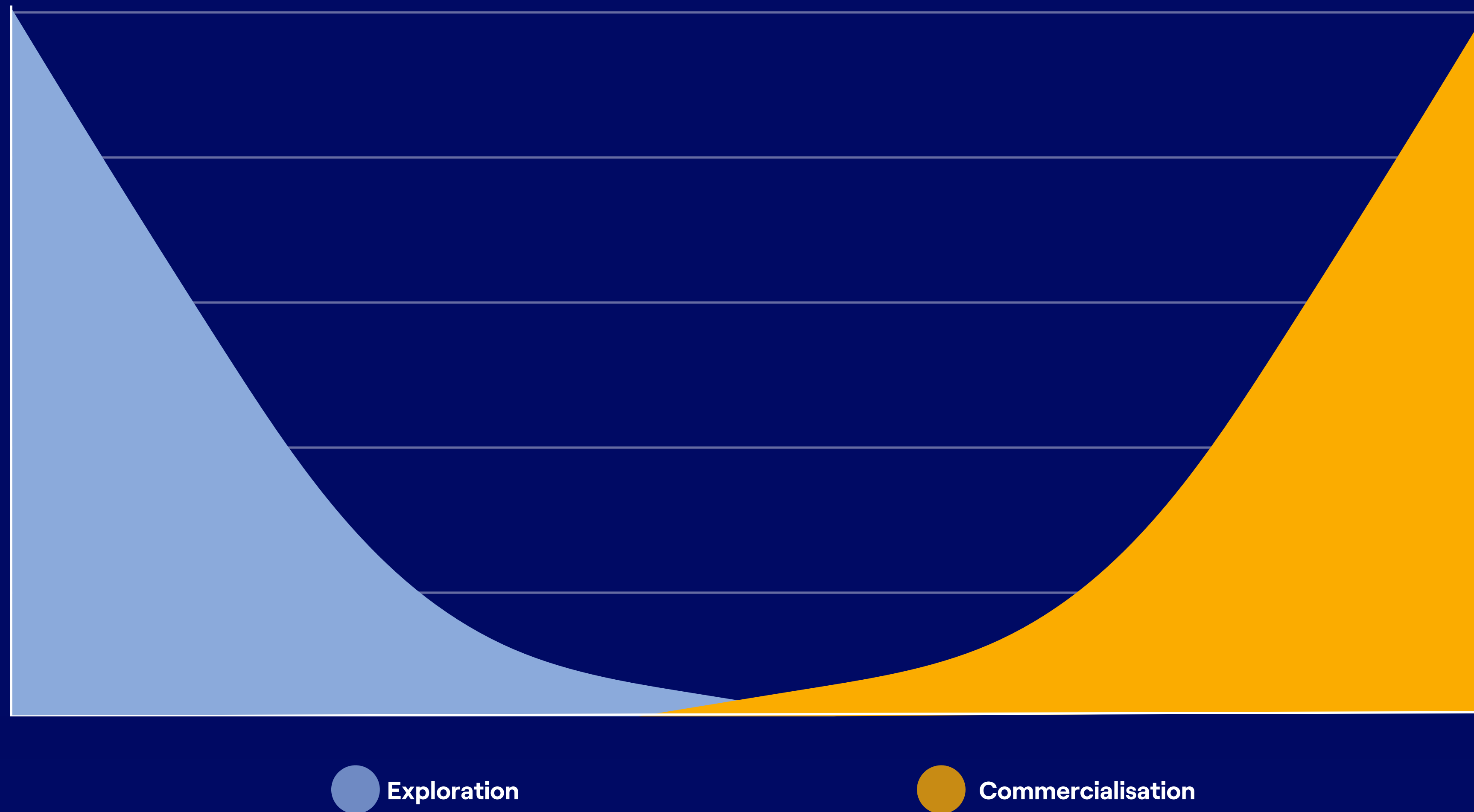
Activate



Optimise

Two modes of operation

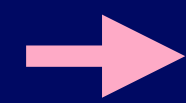
2% of the companies can do both Exploration and Commercialisation



To catch the new wave, you need to

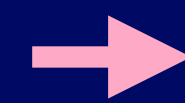
Inform yourself

Technology scan
4 themes
6 months



Act fast

Prototype
3-6 months
AI / software / hardware



Optimise for agility

Year trajectory
Exclusively for 1 client
per industry

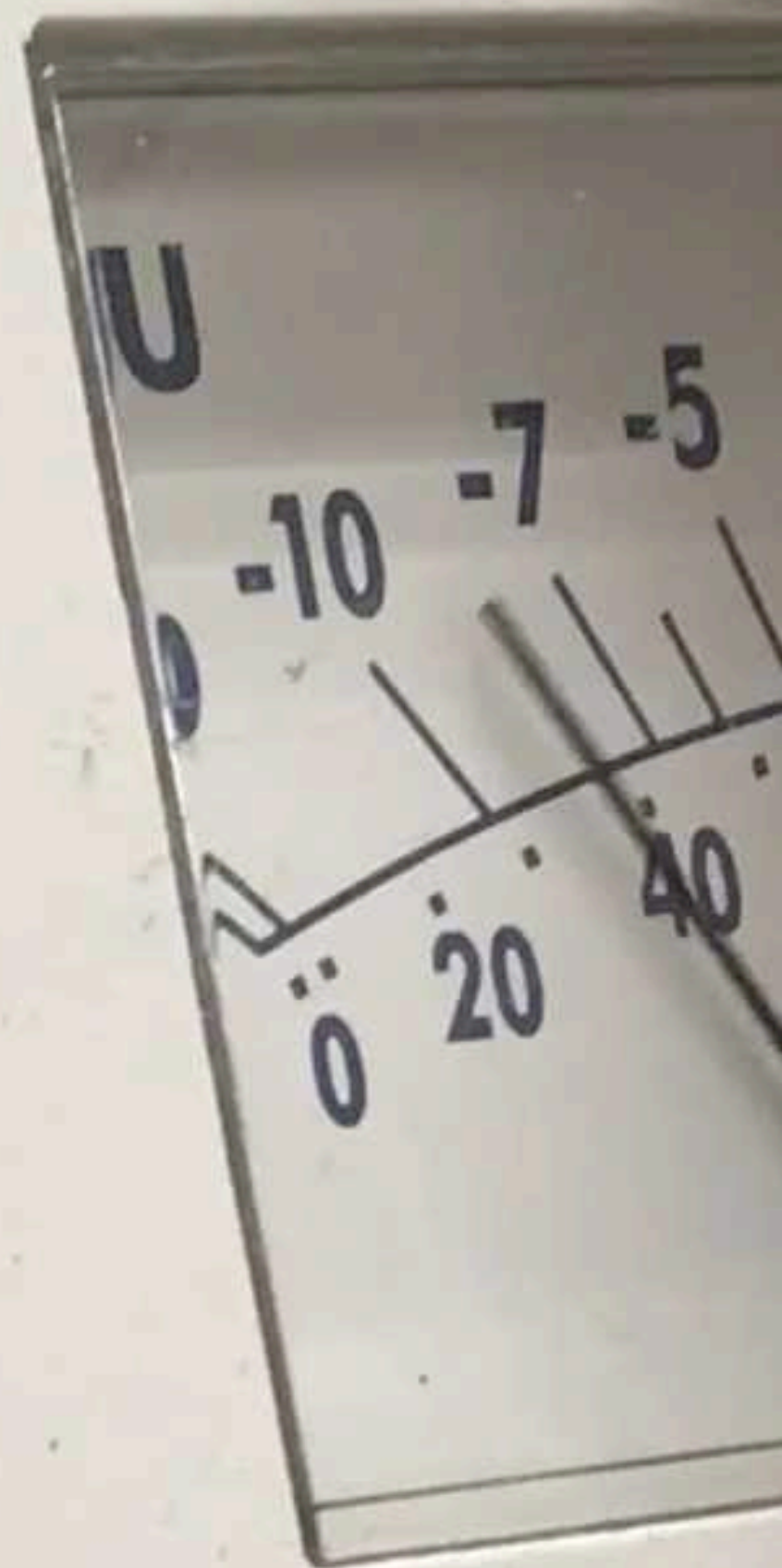


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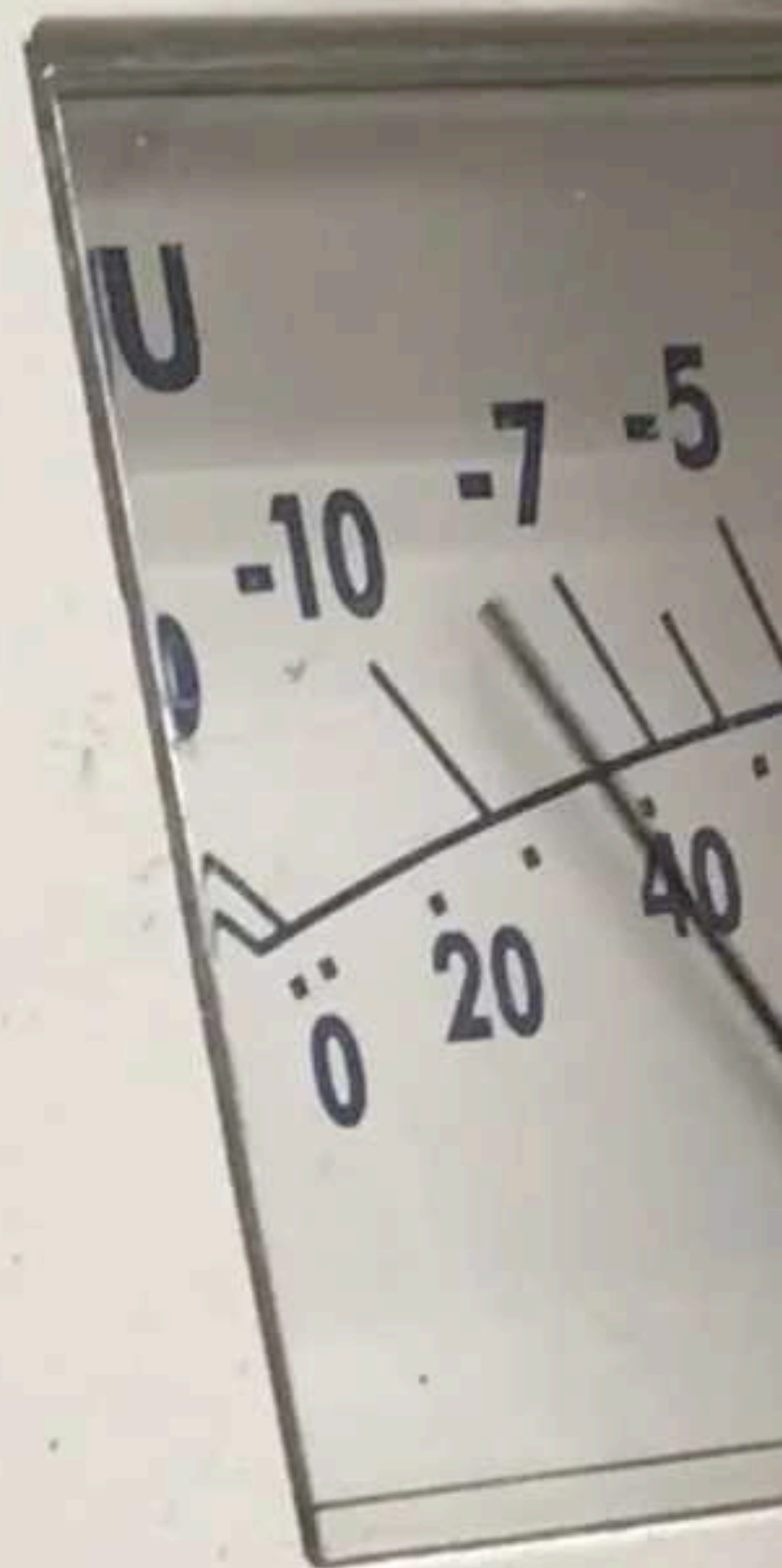


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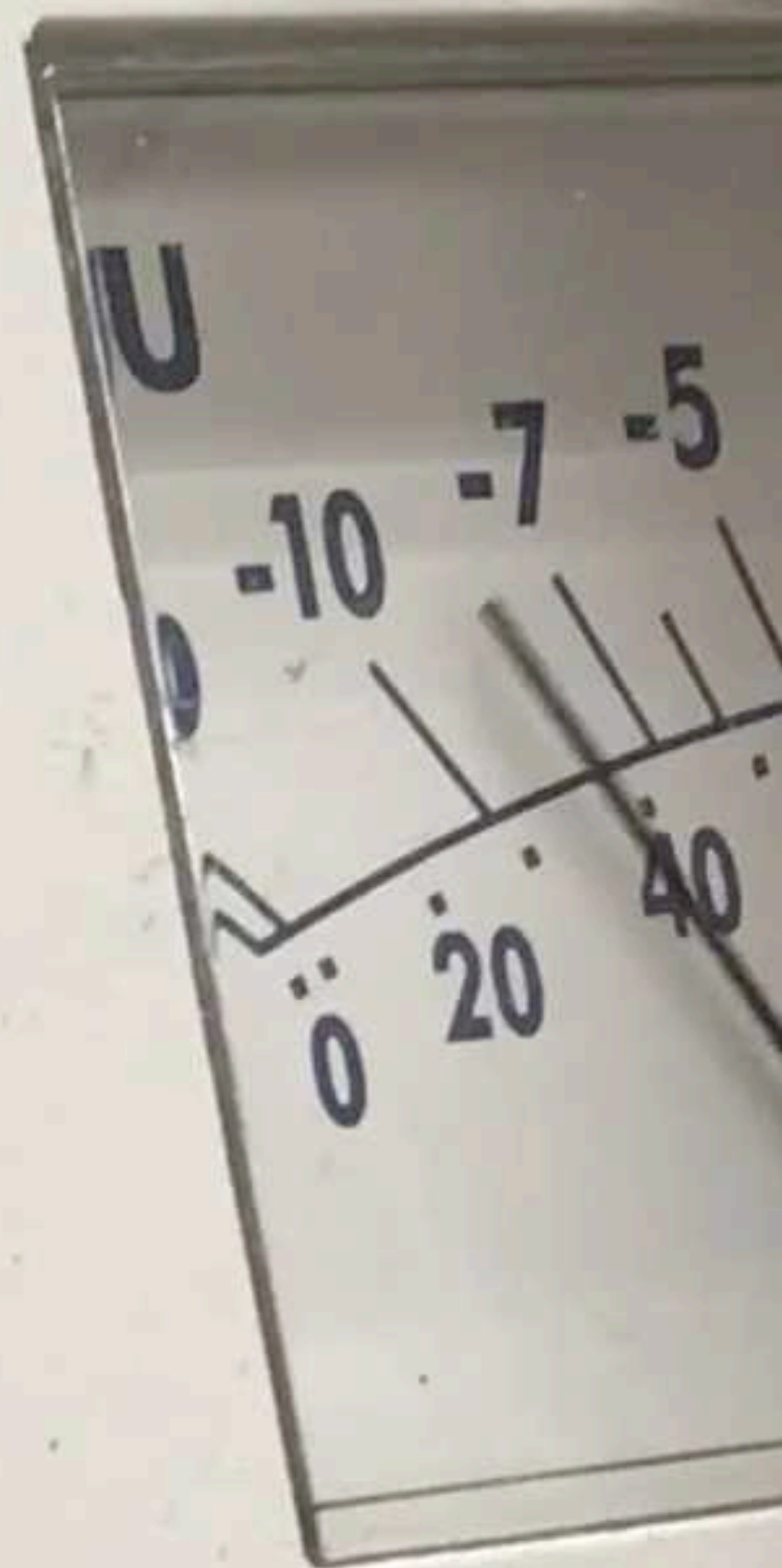




PROGRAM LEFT



PROGRAM LEFT



PROGRAM LEFT

Original image
(reference frame)



Reconstruction
from image



Reconstruction
from audio



Original image
(reference frame)



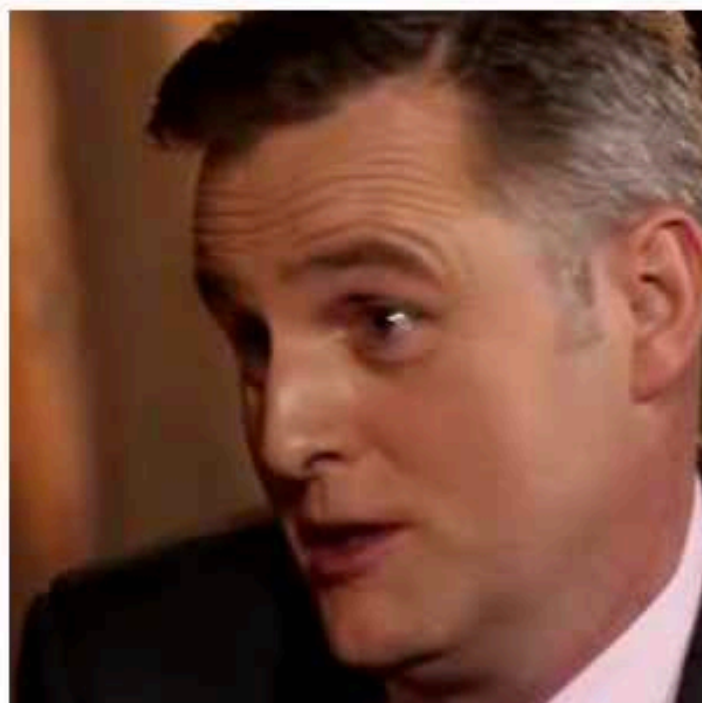
Reconstruction
from image



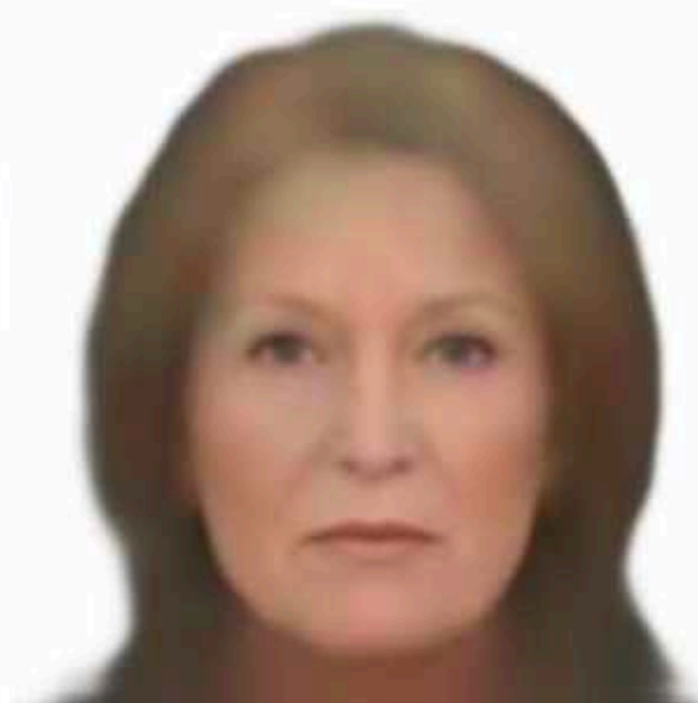
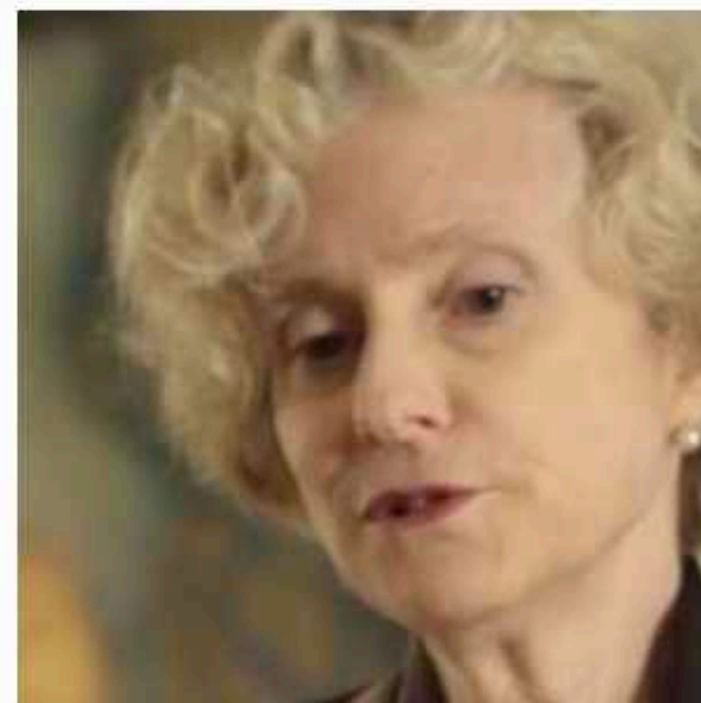
Reconstruction
from audio



Input
speech 



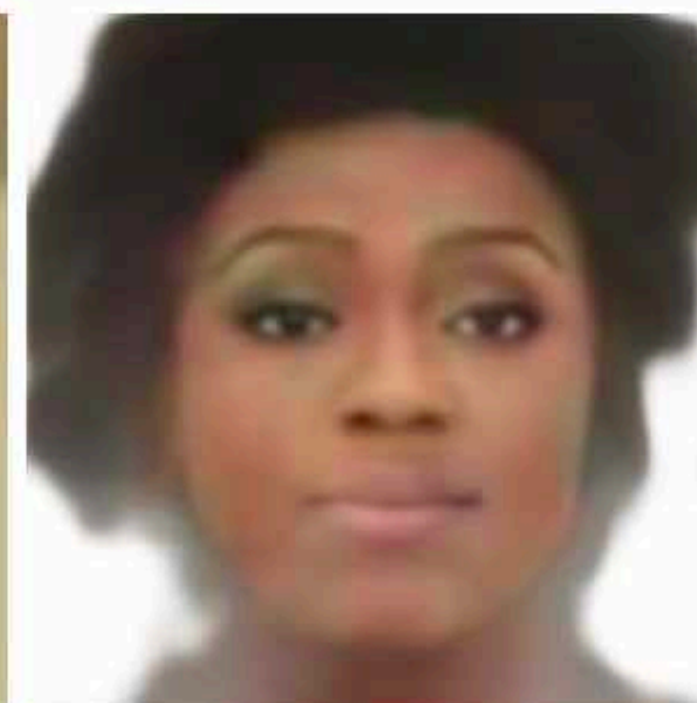
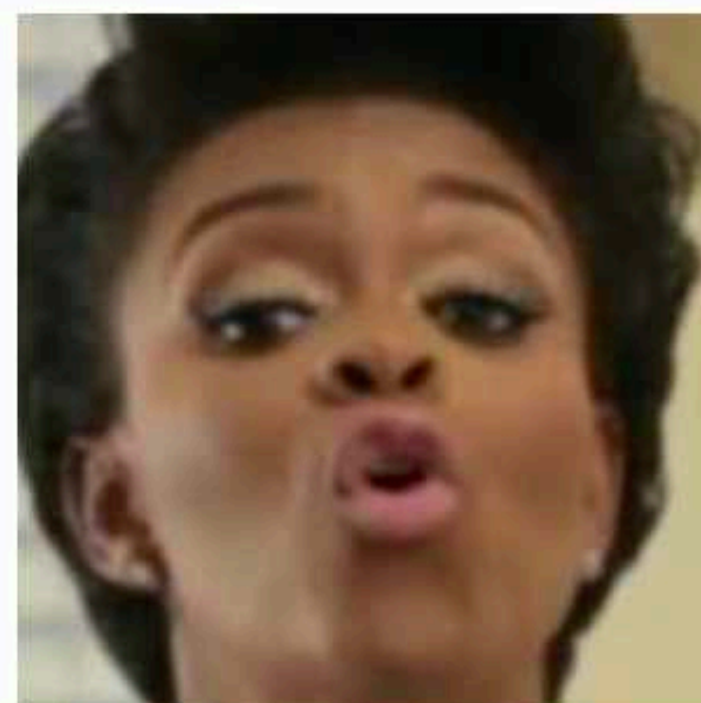




Input
speech 







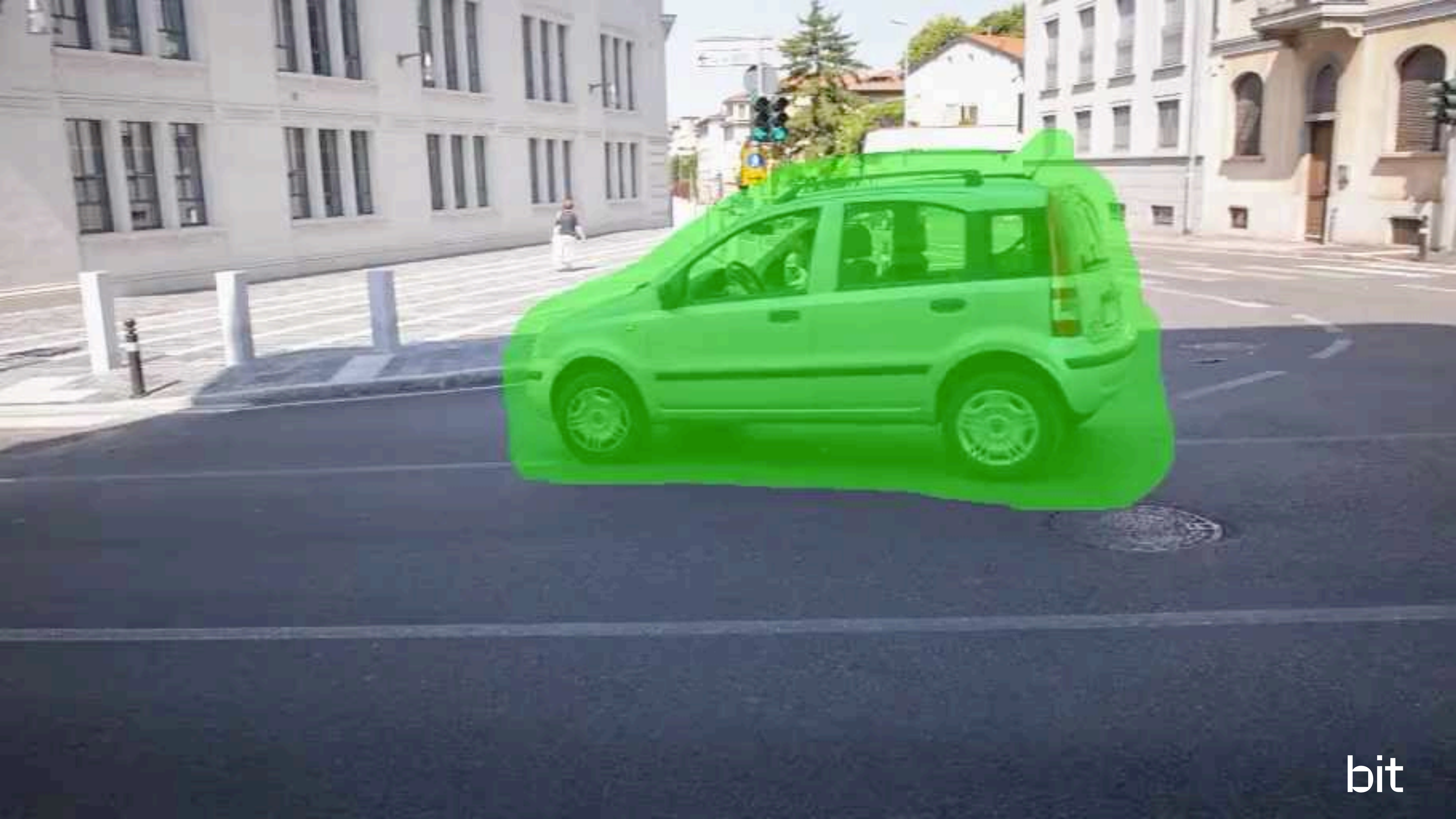


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bit







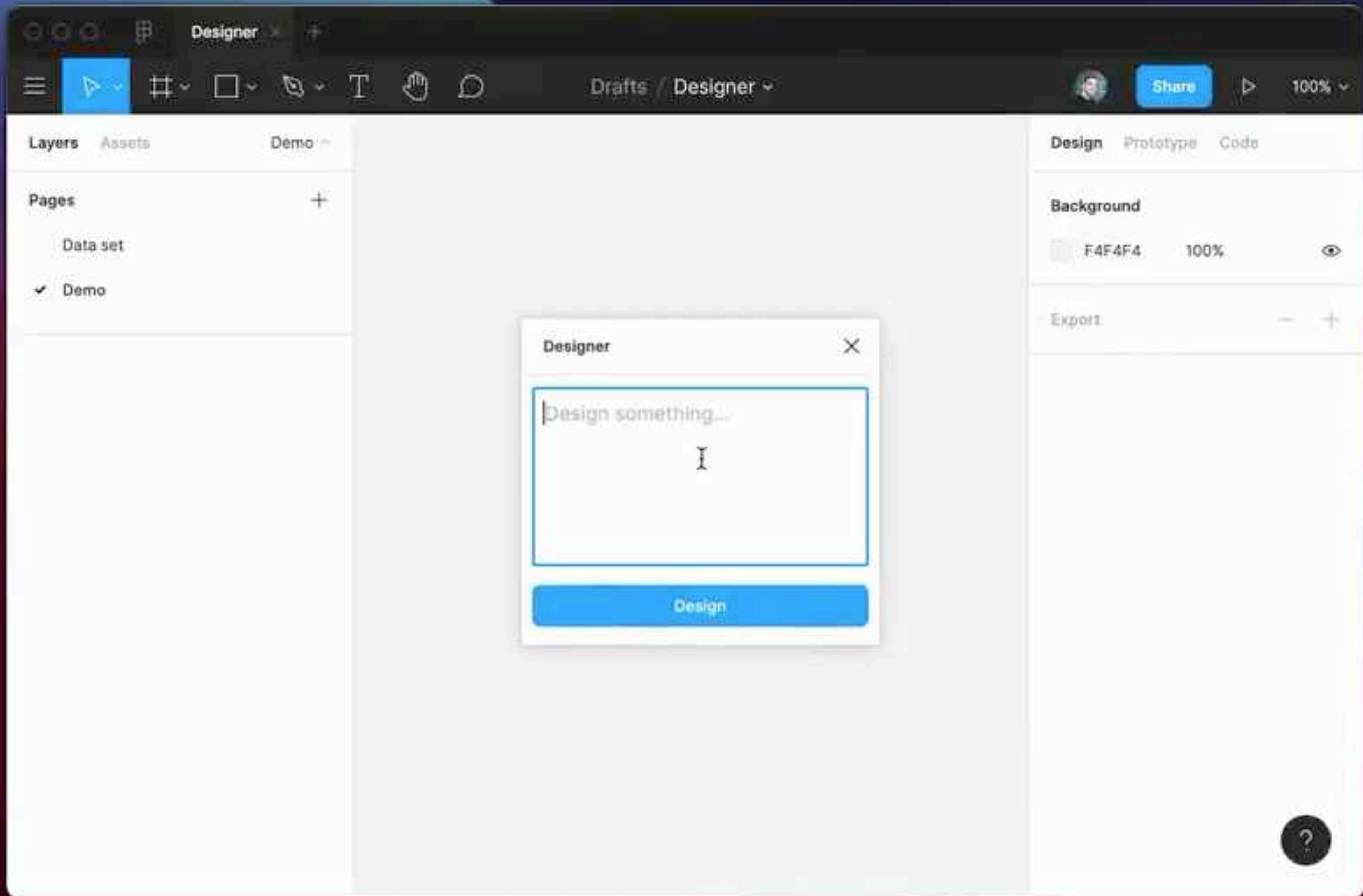
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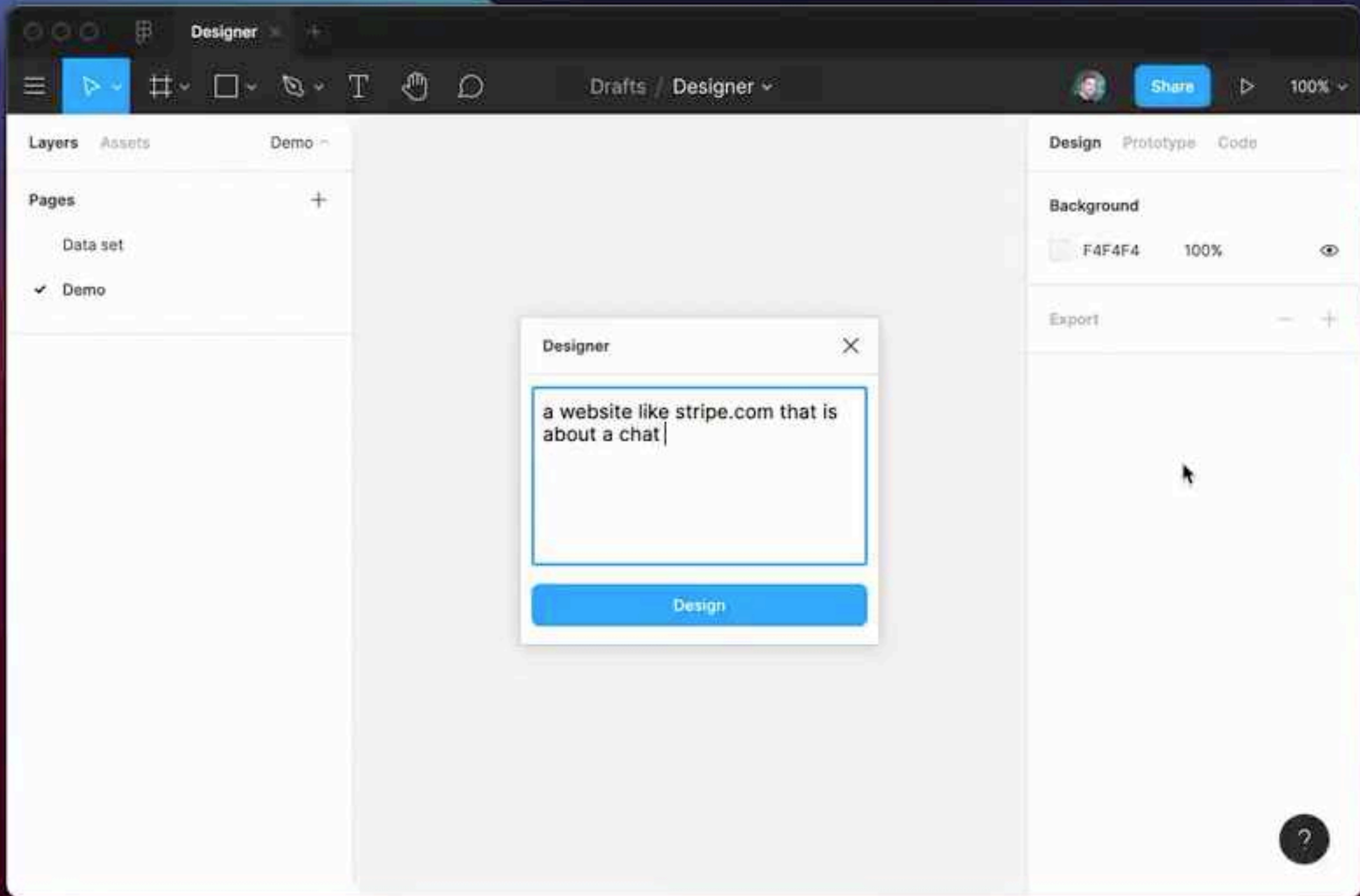


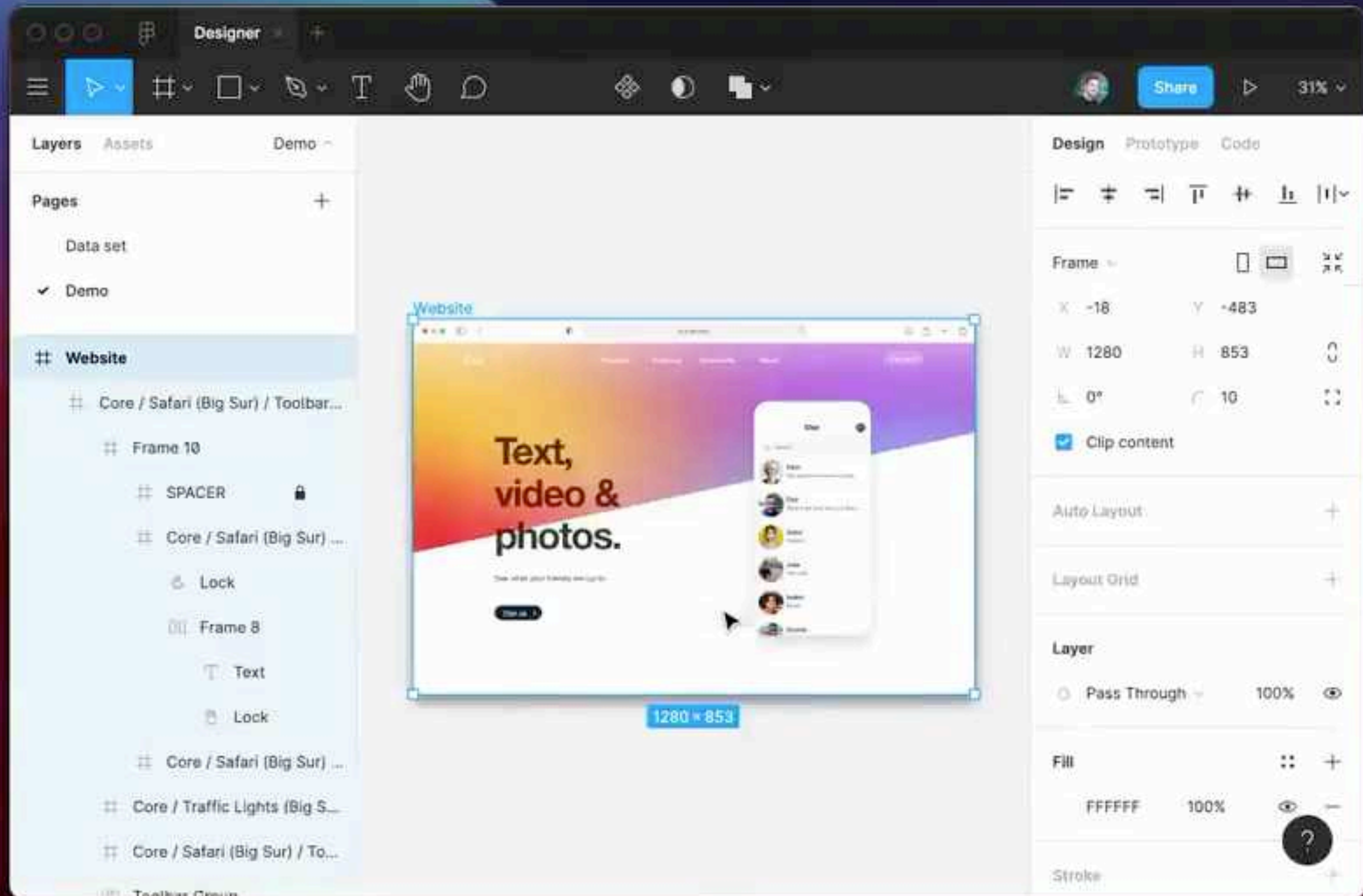
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GPT-3







stripe

Products

Developers

Company

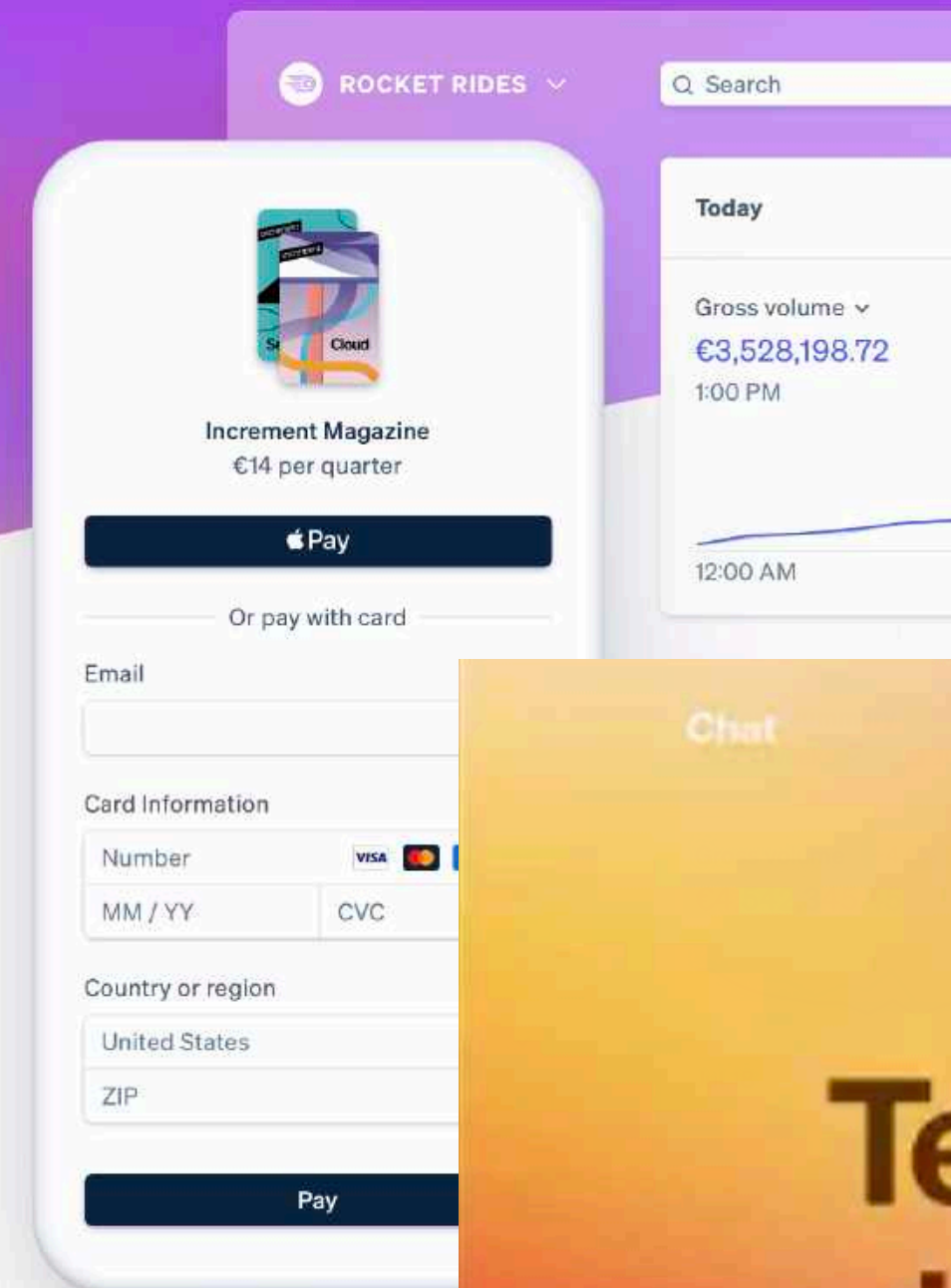
Pricing

Sign in >

Payments infrastructure for the internet

Millions of businesses of all sizes—from startups to large enterprises—use Stripe’s software and APIs to accept payments, send payouts, and manage their businesses online.

[Start now >](#) [Contact sales >](#)



Chat

Products

Company

Community

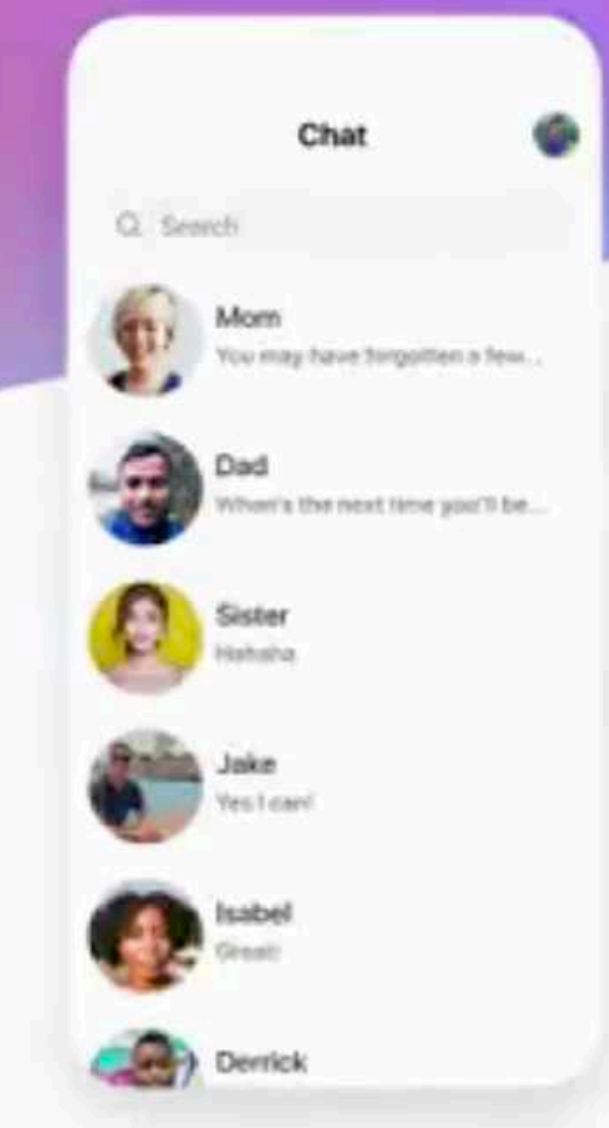
About

Sign in >

Text, video & photos.

See what your friends are up to.

[Sign up >](#)





6.5. **[INSERT REDEMPTION RIDER IF REQUIRED, SEE APPENDIX C]**

7. Votes in general meeting and written resolutions

7.1. The Series A Shares shall confer on each holder of Series A Shares the right to receive notice of and to attend, speak and vote at all general meetings of the Company and to receive and vote on proposed written resolutions of the Company.

7.2. The Ordinary Shares shall confer on each holder of Ordinary Shares the right to receive notice of and to attend, speak and vote at all general meetings of the Company and to receive and vote on proposed written resolutions of the Company.

7.3. The Deferred Shares (if any) shall not entitle the holders of them to receive notice of, to attend, to speak or to vote at any general meeting of the Company nor to receive or vote on, or otherwise constitute an eligible member for the purposes of, proposed written resolutions of the Company.

7.4. Where Shares confer a right to vote, on a show of hands each holder of such shares who (being an individual) is present in person or by proxy or (being a corporation) is present by a duly authorised representative or by proxy shall have one vote and on a poll each such holder so present shall have one vote for each Share held by him.

7.5. No voting rights attached to a share which is nil paid or partly paid may be exercised:

(a) at any general meeting, at any adjournment of it or at any poll called at or in relation to it; or

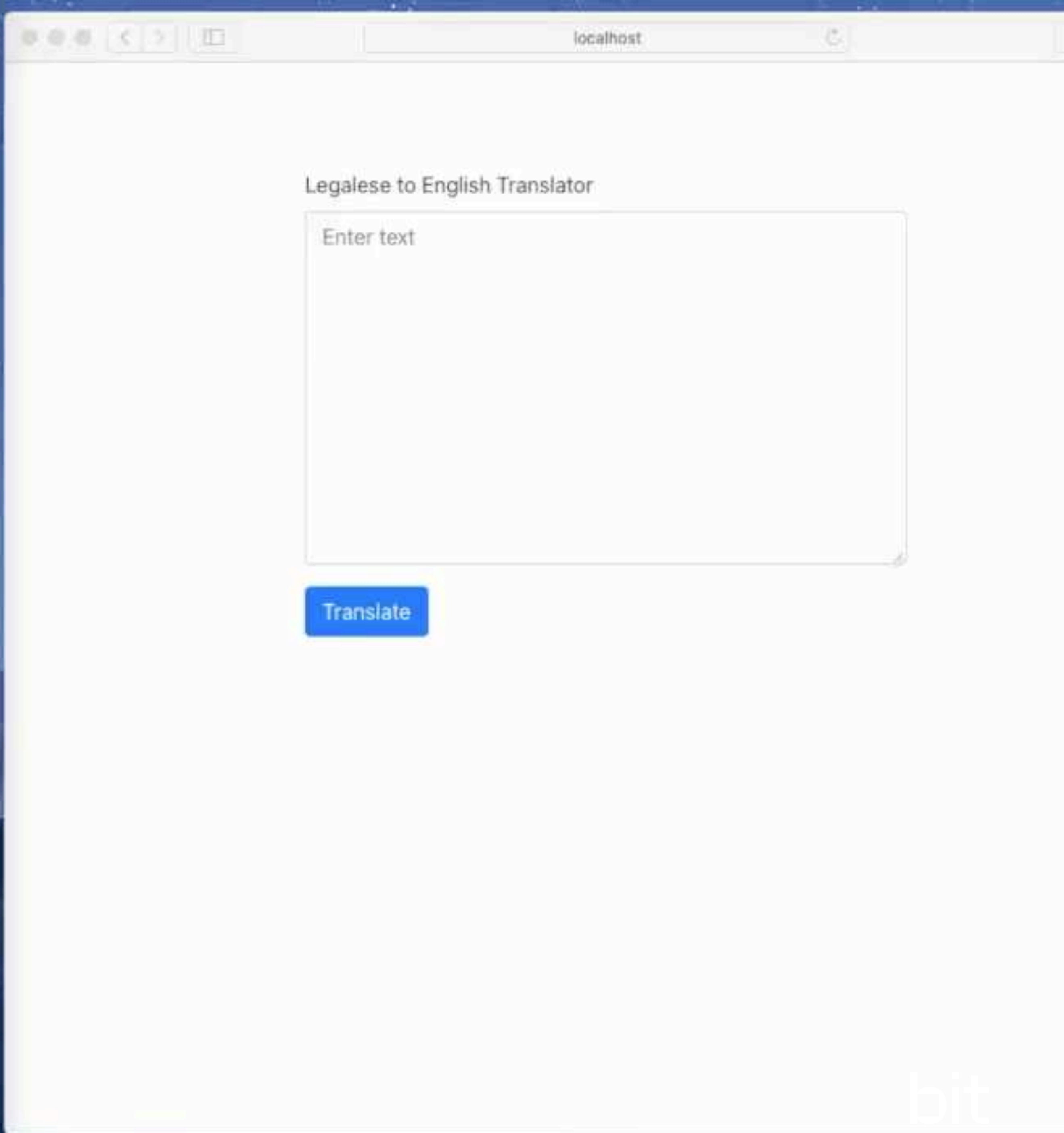
(b) on any proposed written resolution,

unless all of the amounts payable to the Company in respect of that share have been paid.

8. Consolidation of Shares

8.1. Whenever as a result of a consolidation of Shares any Shareholders would become entitled to fractions of a Share, the Directors may, on behalf of those Shareholders, sell the Shares representing the fractions for the best price reasonably obtainable to any person (including, subject to the provisions of the Act, the Company) and distribute the net proceeds of sale in due proportion among those Shareholders, and the Directors may authorise any person to execute an instrument of transfer of the Shares to, or in accordance with the directions of, the purchaser. The transferee shall not be bound to see to the application of the purchase money nor shall his title to the Shares be affected by any irregularity in or invalidity of the proceedings in reference to the sale.

8.2. When the Company sub-divides or consolidates all or any of its Shares, the Company may, subject to the Act and to these Articles, by ordinary resolution determine that, as between the Shares resulting from the sub-division or consolidation, any of them may have any preference or advantage or be subject to any restriction as compared with



16.9. Any Sale Shares offered under this Article 16 to an Investor may be accepted in full or part only by a Member of the same Fund Group as that Investor or a Member of the same Group as that Investor in accordance with the terms of this Article 16.

17. Valuation of Shares

17.1. If no Transfer Price can be agreed between the Seller and the Board in accordance with provisions of Articles 14.10, 16.2 [or 19.3] or otherwise then, on the date of failing agreement, the Board shall either:

- (a) appoint an expert valuer in accordance with Article 17.2 (the "Expert Valuer") to certify the Fair Value of the Sale Shares; or
- (b) (if the Fair Value has been certified by an Expert Valuer within the preceding 12 weeks) specify that the Fair Value of the Sale Shares will be calculated by dividing any Fair Value so certified by the number of Sale Shares to which it related and multiplying such Fair Value by the number of Sale Shares the subject of the Transfer Notice.

17.2. The Expert Valuer will be either:

- (a) the Auditors; or
- (b) (if otherwise agreed by the Board and the Seller) an independent firm of Chartered Accountants to be agreed between the Board and the Seller or failing agreement not later than the date 10 Business Days after the date of service of the Transfer Notice to be nominated by the then President of the Institute of Chartered Accountants in England and Wales on the application of either party and approved by the Company.

17.3. The "Fair Value" of the Sale Shares shall be determined by the Expert Valuer on the following assumptions and bases:

- (a) valuing the Sale Shares as on an arm's-length sale between a willing seller and a willing buyer;
- (b) if the Company is then carrying on business as a going concern, on the assumption that it will continue to do so;
- (c) that the Sale Shares are capable of being transferred without restriction;

Legalese to English Translator

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Translate

Playground 

Load a preset...



This is a the detailed marketing plan for a new SaaS product called Runway that makes financial reporting and analysis for startups fast, clear, and social.

Runway 2020 Launch Marketing Plan (Detailed)

Objective: To increase awareness of Runway among founders and investors.

Strategy:

The strategy is to build a strong brand around the idea that financials are important for startups, but no one wants to spend time on them. We'll do this by making our product free for all users until they hit \$1 million in revenue (to ensure we have only serious companies using it), and then charging \$99/month after that point.

This will help us get traction with early-stage startups who need their financials done quickly, but don't want to pay a lot for the service. Once these startups reach scale, we can upsell them into higher plans where they can track more metrics and unlock additional features like custom reports or integration with other tools such as Stripe or Salesforce.

We also plan to market heavily at events such as TechCrunch Disrupt and Y Combinator Demo Day—we know that most founders use spreadsheets when building out their initial projections so having something simple like ours should be helpful in getting them over the hump when doing financial planning for growth.

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Tactics:

Our tactics include

- creating an ad campaign through Facebook targeting CFOs at seed stage startups;
- attending industry conferences such as Seed Stage Finance Summit;
- speaking on panels about how SaaS products are changing finance reporting;
- writing blog posts about what founders should focus on during different stages of startup development;
- running webinars teaching entrepreneurs how to set up automated reports via Google Sheets vs Excel which would allow them to save money from hiring a CFO while still tracking key metrics;
- setting up partnerships with platforms such as Gusto which make payroll easy so that Runway can be used by companies without needing full-time accounting staff on hand yet still giving those employees visibility into company performance data including profit margins etc.;
- offering consulting services directly through partners like Deloitte Digital which could provide additional leads if needed once we start scaling up sales efforts later next year).



Be ready for the next wave

Where will you lead? Neuro-Symbolic AI, *Machine Reading Comprehension*, Multitask Learning, *Predictive Machine Vision*, Voiceprints, *Machine Image Completion*, Net-Zero Energy, *Intelligent Packaging*, Biometric Malware, *Social Payments*, Crypto Trading Bots, *Natural Language Understanding*, Artificial Emotional Intelligence, *Personal Digital Twins*, Self-Assembling Robots, *Drone Lanes*, Digital Makeup, *Wireless Charging Everywhere*, Cellular Agriculture, *Brain-Machine Interfaces*, Connected Fabrics, *Hospitals as Tech Innovators*, Collaborative Robots, *Commercial Quadrupedal Robots*, Smart Dust, *Holograms*, AI to Catch Cheaters, *Solving Problematic Data Sets*, Facial to Bone Recognition, *Personality Recognition or Creating 3D Models from Flat 2D Images?*
We will help you become a frontrunner.

Way forward

2. Information

- Latest technologies research for top KPI's
- 1-on-1 knowledge sessions
- Team workshops & boardroom sessions
- 2x per year frontrunner offsite

1. Setup for success

- KPI knowledge session
- Understand where can you win
- Map where you can take the biggest leaps
- Alignment workshop
- Capabilities scoring system
- Define lean-innovation measurements for success

3. Activation

- Receive tangible results
- Proof of potential, proof of technology
- Guaranteed 10 experiments per year
- Prototyping the most promising ones
- Lean innovation elaboration for proof of value / pilot

4. Optimisation

- Alignment with teams on successfully landing the experiments.
- Prototyping mindset into your company
- Score the ability of of your company to adept, pilot and scale fast

A young child wearing a red hoodie and a black hockey helmet with a white face mask is leaning on a red metal railing on an ice rink. The child is looking directly at the camera. In the background, a woman is visible, and the rink is surrounded by a glass and metal structure.

Skate where the puck is going

Inform

A close-up photograph of a person's hands working on a blue printed circuit board (PCB). The person is using a soldering iron to connect a component to a header. The PCB is populated with various electronic components, including integrated circuits, resistors, and capacitors. There are several black headers and a grey connector on the board. The work is being done on a wooden surface with a piece of paper that has some faint sketches or diagrams. A bottle of solder is visible in the background. The word "Activate" is overlaid in white text across the center of the image.

Activate



Optimise

bit Prototyping futures