TOWARD THE NEW FUTURE OF INDUSTRY |

Analysis, Design + Strategy **=** **A Disciplined Approach to Conquer New Challenges**

Zylter Capability Brief

Industry need for tech-informed evolutional strategy is **immediate**

The 4th Industrial Revolution (4IR) poses strategic challenges and opportunities by rapidly replacing, augmenting and transforming human work.

The "human" share of labor hours will decline from 71% to 58% by 2022 while newly emerging tasks will be created [1].

Only 36% of chief executives report being prepared to manage how technology changes the future of work and only 26% report having the technical acumen to evaluate new technology [2].
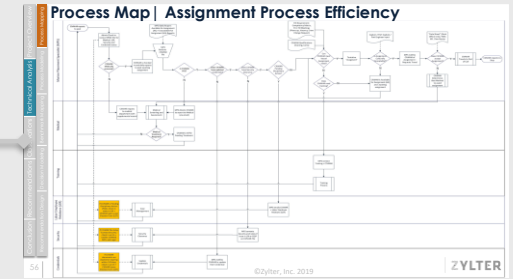
These trends are only being accelerated and aggravated by COVID-19's long-term disruption

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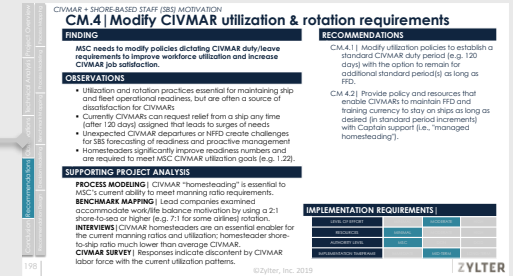# We guide growth for industry leaders + their teams through...

OPERATIONAL EFFICIENCY IMPROVEMENTS — Systematic assessment and prioritization of opportunities for increased efficiency and scalability with emerging technology.
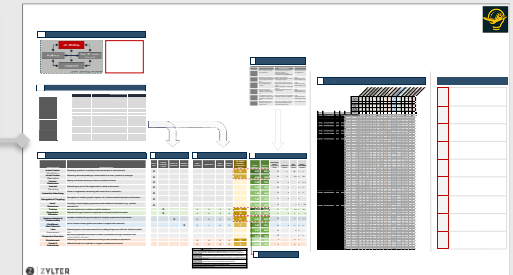
PLANS FOR SCALING — Efficient use of capital and investor resources to meet strategic objectives and growth milestones.
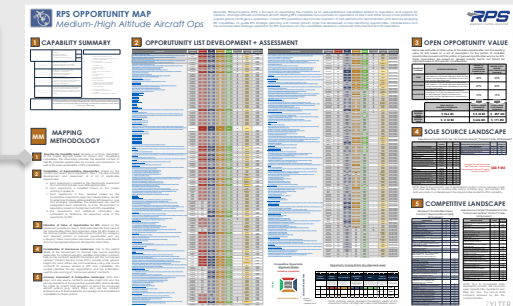
TECH SOLUTION STRATEGY — Increased likelihood of product success with systematic sector, application and use case analysis

MARKET EXPANSION ANALYSIS — Market mapping for targeting and expanding markets for existing tech products and capabilities

STRATEGIC FORESIGHT — Decision-focused analysis and planning based on identification of emerging strategic opportunities and threats

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We have grown by providing strategic expertise based on well-designed analysis

The words of our clients demonstrate how Zylter merges strategy, analysis and design for immediate and practical growth ...

One of the major challenges for any early-stage enterprise is to be able to concentrate time, effort and resources on what's important and accelerate revenues and profits. As we started working on our project, we were fortunate to engage Zylter immediately. Their input showed us very quickly, in the most pleasant and effective way, the shortest path to the most impactful strategy for growth.

--CEO / Co-Founder of SaySo and Experienced Angel Investor

NEXT Future Transportation sought an experienced advisor that was recognized for guiding early-stage startups, governments and corporate leaders. Zylter's analysis and strategic development resources helped NEXT identify its solution development and commercialization strategy. Zylter's value-add resides within its deep technology expertise, vast global network, industry insights and entrepreneurial client services.

--Executive Vice President, NEXT Future Transportation

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Zylter innovatively delivers resources + expertise for industry leaders at every level

We work with Tech Seekers™ and Tech Builders™ of all sizes to guide strategic growth, to include:

LARGE ENTERPRISES — Provide VP- and program-level focused expertise and methods for focused mapping of known knowns...

MEDIUM ENTERPRISES — Provide executives with economical and responsive support to quickly address the known unknowns...

SMALL + EARLY-STAGE COMPANIES — Provide founders, executives and innovators with experience and expertise to identify and explain unknown unknowns for growth and success...
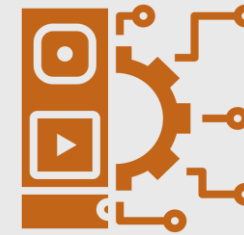
ZYLTER

Our passion is building practical + profitable strategy for tech-enabled growth

OUR MISSION | To democratize and increase the utility of strategic tech consulting by combining practical expertise with right-sized modular resources through...

ANALYSIS

70+ proven analytic methods and resources that address specific client needs and decisions

DESIGN

Synthesis of product-, graphic- and information-design methods to deliver modular resources and compelling content
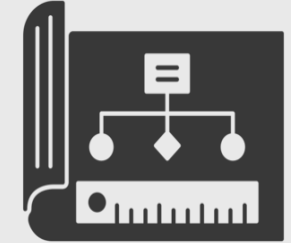
STRATEGY

Timely perspective based on deep experience, rigorous analysis and well-designed resources

Our expertise and analytic content allow clients to build support (e.g. funding), increase operational efficiency and guide growth of new markets

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We deliver immediate, measurable ROI for both *Tech Seeker*^{TM} + *Tech Builder*^{TM} clients

Through years of practice we have built the expertise and applied our Tech Strategy Tool Kit™ of practical resources that enable leaders to...

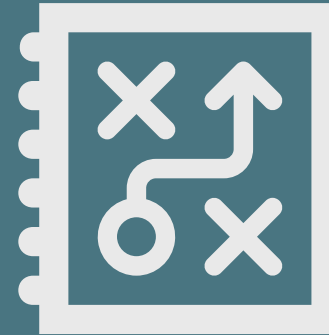|	
Secure Capital Raise + Investment	Securing equity investment or debt financing requires detailed and compelling analysis. We provide the tailored analysis to demonstrate market opportunity, strategic approach and outcomes to your investors.
Enable Practical Tech Adoption	Success in the Fourth Industrial revolution requires a process guided by planning and insight. We provide the expertise and resources to identify, assess and adopt technology solutions that will have immediate and measurable benefit for operations.
Accelerate Operational Improvement	We apply industrial expertise and our *STS Toolbox* to identify, assess and improve operations with practical tech adoption. The impacts of our support are both immediate and measurable.
Guide Product Strategy + Development	Creation and expansion of useful products is not magic, but a deliberate process. We compile and structure complex data to identify priority markets, product pricing and features required to succeed.

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Our *Tool Kit* Makes Tech Strategy Economical + Practical

Our *Tech Strategy Tool Kit* gives you a free strategy audit and a plan to build your tech strategy. The plan includes a strategy audit identifying your needs with the best five Tool Kit modules to address them.

A library of 70+ modules that have helped win 12+ million in funding and resources for our consumers

A free assessment, tailored plan and purchasable modules for as low as 5% the cost of traditional tech strategy consulting

1-on-1 expert support for your strategy analysis and presentation to future-proof a project or entire business

LEARN MORE ABOUT THE TOOL KIT

TAKE THE NEEDS ASSESSMENT

VIEW ASSESSMENT REPORT SAMPLE

[click on hyperlinked buttons]

We provide the focused resources and expertise you need to build and personalize your strategy for new tech adoption.

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Founder Backstory: A focus on strategic analysis with an eye for practical delivery

My start as an Army soldier, West Point grad and combat leader in Iraq and Afghanistan emphasized need for practical analysis to guide strategic decision-making

➤ I used GI Bill for advanced degrees in urban design and public management
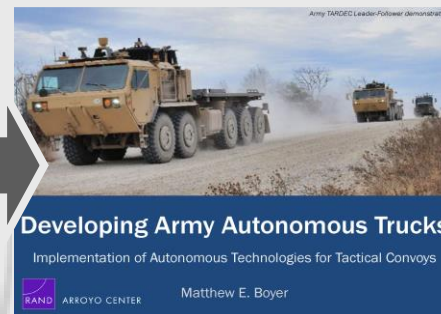
Led tech research for the RAND Corporation; peer-reviewed expert on practical adoption of emerging tech, autonomous vehicles and robotics

Founded Zylter to demonstrate the power of design-conscious strategic analysis to accelerate tech adoption

Link to Peer-Reviewed Research Bibliography

Link to Zylter Project Portfolio

Link to Zylter Publications

Iraq, 2006

Army TARDEC Leader-Follower demonstration

Developing Army Autonomous Trucks
Implementation of Autonomous Technologies for Tactical Convoys
RAND ARROYO CENTER
Matthew E. Boyer

Practical Tech Adoption Strategy

Automating Army Convoys
Technical and Tactical Risks and Opportunities

Assessing Conventional Army Demands and Requirements for Ultra-Light Tactical Mobility
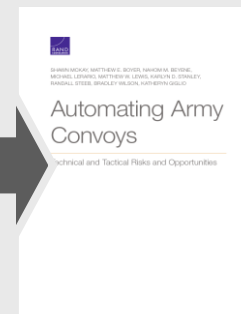
Peer-Reviewed Publications

next
Investor Briefing
Dr. Emmanuele Spera
Co-Founder & CEO
NEXT Future Transportation, Inc.
San Jose, CA
(408) 646 7157
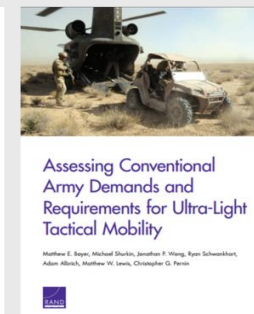
Commercial Tech Strategy

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Suggested steps to get started

0| **Check out our portfolio + capabilities**

Our body of work speaks for itself. Explore or portfolio and *Sociotechnical Systems Toolbox™* in back-up slides and on our website at www.zylter.com

1| **Identify immediate strategic challenges + key decisions**

Collaborative engagement to assess and prioritize strategic decisions for Zylter to quickly inform

2| **Demonstrate Zylter's capabilities + immediate value**

Execute a focused project to address immediate strategic or operational needs and validate the benefit of our expertise

3| **Build essential knowledge of strategy + operations**

Build and leverage a detailed understanding of the long-term strategy, priorities and context for growth through tailored analysis and responsive support build

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We are ready to make the future a reality !

Matthew Boyer

CEO & Co-Founder, Zylter Inc.

W | www.Zylter.com

E | matt@Zylter.com

M | 919.410.5175

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ADDITIONAL INFORMATION + PRODUCT EXAMPLES

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Tool Kit Case Study: Talespin industrial XR Development

The Tech Strategy Tool Kit is applied by Talespin, a tech innovator that builds extended reality (XR) for enterprise. We enabled Talespin to close two principal investment rounds, by applying 1:1 expert support to these modules:

TECH STRATEGY TOOL KIT **METHODS APPLIED** (by functional Area)

Functional Area					
CORE STRATEGY	**TAR** | Tech Adoption Roadmap	**TAR** | Tech Builder Roadmap			
STRATEGIC PLANNING	**SEM** | Strategic Engagement Mapping	**ROI** | Strategic Return on Investment Assessment	**CLA** | Competitor Landscape Analysis	**SRD** | Strategic Roadmap Design	**SEP** | Strategic Engagement Prioritization
SOLUTION DESIGN + DEVELOPMENT	**PDD** | Product Requirements Document	**TMA** |Tech Maturity Assessment	**PCD** |Product Catalog Design	**PRD** |Product Roadmap Development	
SOLUTION LIFECYCLE PLANNING					
MARKET ANALYSIS + PRICING	**SNA** | Social Network Analysis	**PPD** | Pricing Proforma Development	**TAM** | Total Addressable Market Estimation		
USER + WORKFORCE ANALYSIS	**UPD** | User Profile Development	**USA** | User Segmentation Analysis	**USD** | User Story Development	**QUP** | Quantitative Usage Profile Creation	
PROCESS DESIGN + IMPROVEMENT	**ABM** |Activity Based Management Design	**OPM** |Operation Process Mapping			

Zylter now serves as the Chief Strategy Officer for Talespin, guiding internal solution development and XR adoption by Talespin's Fortune 500 clients

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Zylter *Enterprise Tech Adoption Roadmap*

Successful enterprise tech initiatives are a journey from need to solution adoption. Each phase has milestones to validate tech opportunities and solution ROI. *Tech Seeker* success requires aligning user needs, emerging tech and organizational priorities
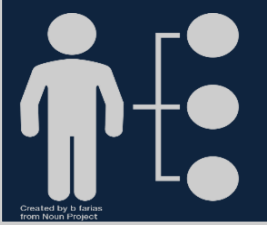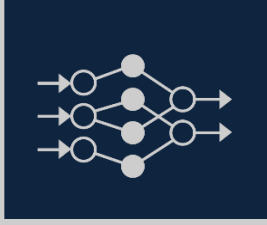
1	2	3	4	5	6
IDENTIFY ORGANIZATIONAL + USER NEEDS	IDENTIFY + ASSESS EMERGING TECH OPTIONS	BUILD BUSINESS CASE FOR TECH ADOPTION	IDENTIFY + ASSESS SOLUTION REQUIREMENTS	SOLICIT + PROCURE EMERGING TECH	DEPLOY + SUPPORT TECH SOLUTION
IDENTIFY TECH-ENABLED OUTCOMES	ASSESS TECH SOLUTION LANDSCAPE	IDENTIFY + PRIORITIZE ROI CONSIDERATIONS	IDENTIFY + PRIORITIZE SOLUTION REQUIREMENTS	DEVELOP SOLICITATION FOR PROCUREMENT	DEVELOP DEPLOYMENT PLAN
DEFINE TECHNOLOGY USE CASE(S)	ASSESS READINESS OF TECH OPTIONS	ESTIMATE TOTAL COST OF OWNERSHIP (TCO)	IDENTIFY MEASURABLE SOLUTION ATTRIBUTES	ASSESS OFFERINGS	EXECUTE LIFECYCLE SUPPORT
IDENTIFY + PRIORITIZE END USER NEEDS	ASSESS CAPABILITY OF TECH BUILDER(S)	COLLECT + APPLY STAKEHOLDER INPUT	DETERMINE SOLUTION MOES, MOPS, KPPS	SELECT + PROCURE SOLUTION	EXECUTE SOLUTION DEPLOYMENT
IDENTIFY TECH ADOPTION RESOURCES	ASSESS + PRIORITIZE TECH OPTIONS	DEVELOP DETAILED BUSINESS CASE	DESIGN SOLUTION ASSESSMENT FRAMEWORK		INTEGRATE SOLUTION
IDENTIFY KEY STAKEHOLDERS		DEVELOP PLAN FOR PROCUREMENT			

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ZYLTER TECH BUILDER GROWTH MAP

LIFE-CYCLE PHASE	FORMATION		VALIDATION			GROWTH	
	MISSION>VISION>STRATEGY		*LEAN STARTUP*			*SCALE UP*	
BUSINESS PHASE	IDEATE	CONCEPTUALIZE	COMMIT	VALIDATE		SCALE	ESTABLISH

DEVELOPMENT STAGE	IDEA FORMATION		MINIMUM VIABLE PRODUCT DEVELOPMENT	ITERATE, REFINE + PIVOT (as needed)	ESTABLISH + STRENGTHEN PROCESSES + CHANNELS		SCALE PROCESSES + CHANNELS
TECHNOLOGY READINESS LEVEL	TRL 1: Basic principles observed & reported	TRL 2: Technology concept and/or application formulated	TRL 5: Initial Testing of Integrated/Semi-Integrated System	TRL 6: Prototype System Verified	TRL 7: Integrated Pilot System Demonstrated	TRL 8: System Incorporated into Final Commercial Design	TRL 9: Full System Commercial Deployment
MANUFACTURING READINESS LEVEL	MRL 1-3: Pre-Materiel Development Decision		MRL 5: Technology Maturation and Risk Reduction (TMRR)	MRL 6: Technology Maturation and Risk Reduction (TMRR)	MRL 7: Engineering & Manufacturing Development (EMD) / MRL 8: Engineering & Manufacturing Development (EMD)	MRL 9: Low-Rate Initial Production (LRIP)	MRL 10: Full Rate Production

FUNDING STAGE	PRE-SEED FUNDING		SEED FUNDING	VC ROUND 1 | SERIES A		VC ROUND 2 | SERIES B	
FUNDING SOURCE	*GRANTS + PERSONAL MONEY*			*VENTURE CAPITAL*		*VENTURE CAPITAL*	
LEVEL OF BUSINESS VALIDATION	PROBLEM-SOLUTION FIT			PRODUCT-MARKET FIT		BUSINESS MODEL-MARKET FIT	

KEY GROWTH MILESTONES

|							
DESCRIBE INITIAL CONCEPT		PITCH FOR / SECURE SEED FUNDING	DEMONSTRATE PRODUCT POTENTIAL	IDENTIFY PRIORITY CUSTOMER GROUP(S)	DEMONSTRATE MARKET OPPORTUNITY	PITCH FOR / SECURE VC FUNDING	ESTABLISH FULL DELIVERY CAPACITY	MEASURE + CONTROL PROCESSES
DEMONSTRATE CONCEPT POTENTIAL		DEMONSTRATE PRODUCT VIABILITY	DEVELOP PROTOTYPE PRODUCT	ACQUIRE INITIAL CUSTOMERS	DEMONSTRATE PRODUCT-MARKET FIT	DEMONSTRATE MARKET TRACTION	DEMONSTRATE SUSTAINED REVENUE	
DEMONSTRATE CORE TEAM EXPERIENCE & CAPABILITIES			ESTABLISH PRODUCT DEVELOPMENT ROADMAP	ESTABLISH PRODUCTION PLAN	ESTABLISH PRODUCTION CAPACITY	DEMONSTRATE SUSTAINED REVENUE		
						IDENTIFY + ASSESS GROWTH KPIs		

Product Example: Journey Map for IoT Service Design

This project identified the key requirements for successful design, delivery and execution of a service to support adoption of technology-based smart home as a service (SHaaS).

Journey Map: Detailed journey mapping to identify each customer action, with associated actions, needs, pain points and opportunities

Service Requirements Matrix: Detailed description of required customer experience service, software and hardware requirements to address customer needs and pain points (from Journey Map)
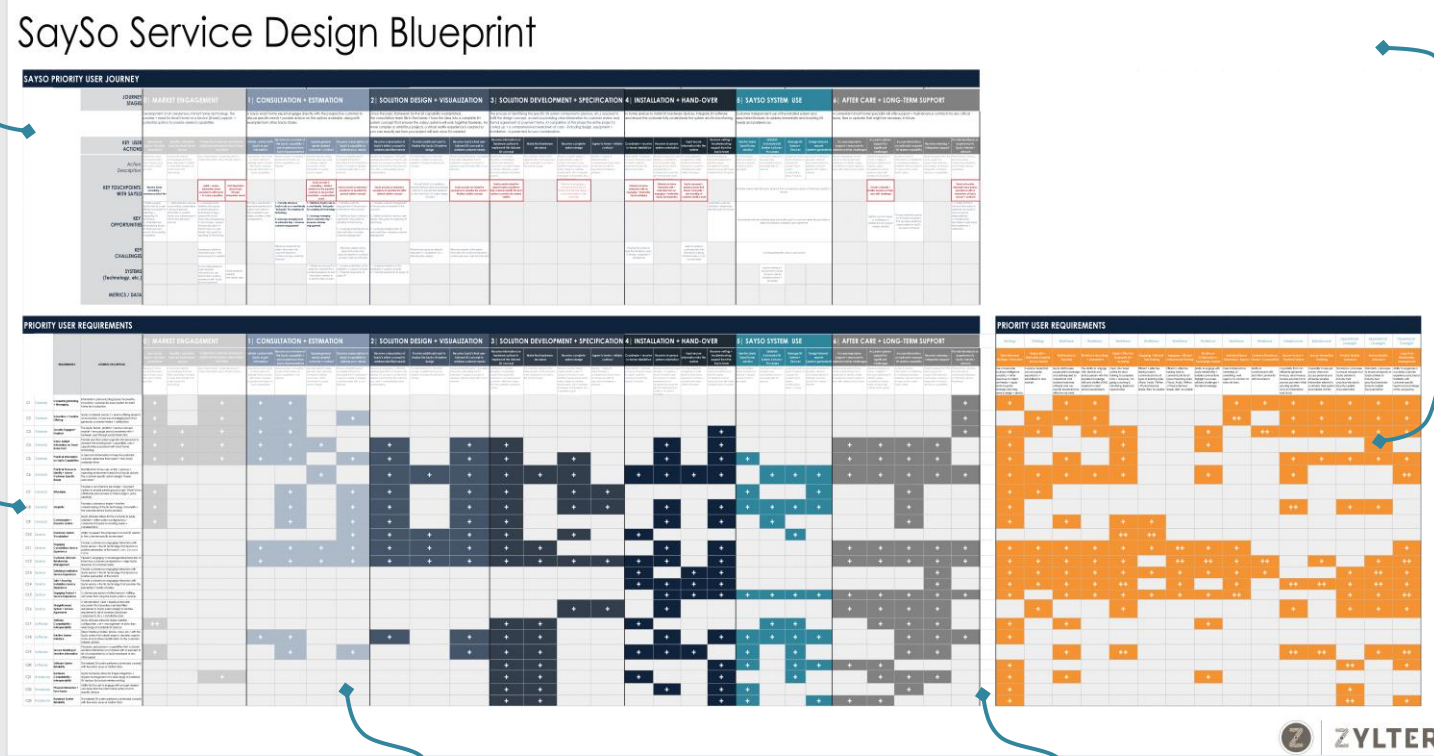
Large Format: Deliver in high-definition PDF and as a 36" x 60" hard copy poster version for review, refinement and long-term use

Workforce Development Requirements Matrix: Identification of workforce development requirements to deliver the customer experience described (in *User Requirements Matrix*)

Systematic Analysis: Framework uses a "crosswalk" approach to provide systematic alignment of journey map actions to solution requirements and workforce development needs

Custom Framework Design: Zylter team applies core research principles and refines proven journey mapping frameworks to address project-specific needs

SaySo Service Design Blueprint

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Product Example | Market map for high-altitude drone tech opportunities

This project focused on systematic identification and assessment of addressable opportunities based on RPS' core capabilities for conducting medium-/high-altitude drone operations. The 36" x 60" market map provided detailed analysis to support internal planning and engagement with potential investors.

Product Example | Journey Map for KPI Identification + Process Improvement

This project identified key performance indicators (KPIs) by stage of the user journey and key touchpoints. This large-format journey map was used to identify specific data and collection methods to assess KPIs for business growth and profitability.