

### *Service Offering:*

IA brings black-belt entrepreneurship into your corporate suite. Our framework (*Vision into Action*<sup>TM</sup>) will capture your best innovative thinking and transform it into a unique constellation of opportunities. It will take you from 'big picture' systems thinking into focused, actionable, revenue generating initiatives that can drive exponential growth and increase company valuations. IA's systematic approach for moving from idea to action also encourages your best and brightest employees to bring you their ideas, insights and solutions that otherwise might walk out the door.

### *Customer profile:*

- Chief Strategy Officers, Chief Operating Officers, Chief Development Officers
- Small to mid-size companies (\$75M to \$300M)
- Leadership development/change management consulting firms

### *Customer Benefits:*

- A customized integrated approach for identifying, capturing, vetting and selecting the best ideas and solutions that lead to new products, services, ventures and acquisitions with a multibillion dollar market cap
- A diversified industry experience "lens" that brings unconventional, entrepreneurial thinking into action with eyes and ears on emerging trends to help firms solve a financial, operating or strategic challenge and open innovation bottlenecks
- A methodology and practice to empower, engage and retain high performance employees while establishing an effective recruiting tool for future talent and leaders
- A broad network of resources to apply towards: channel development, product development, capital investment, partnerships, M&A or joint ventures
- A Trusted Advisor who will assist and follow through on finding the most appropriate solutions that 'fit' an organization's short and long term horizons

### *Why IA?*

- **Mitigate the risk** of investing in new ideas, products or services thereby ensuring better outcomes
- **Reduce significant R&D expense** by utilizing a diverse network of innovation resources and flexible business models extending the market value of current product and service offerings
- **Faster scaling of product development**, market expansion, joint ventures, acquisitions, partnerships, etc. increasing ROI, margins and payback

- **Empower** employees, especially millennials, to drive innovative solutions and see first hand the results leading to company bottom line growth
- **Confidante** for sensitive corporate or financial situations that demand immediate reciprocal trust and strategic input/execution

***Current Examples:***

*A 'living lab' innovation ecosystem initiative for Detroit and Michigan*

**Social Impact Fund, LLP and Launch Exchange** – The initiative will rely on the leadership of a group of key stakeholders – a collaborative – to develop the social enterprise ecosystem framework – both online and on the ground. This group will further engage organizations and individuals already working in the social enterprise sector. To coordinate such an effort, this initiative will lead sector conversations/meetings/events and environmental assessments to identify needs/opportunities, and deliverables.

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*A new investment services platform created as part of a joint venture with 8of9 Consulting*

**The Ninth Element** – In conjunction with NY consulting firm 8of9, we are launching the Ninth Element, an investment services company that provides rating services, metrics, due diligence and portfolio analysis for direct investors (TIAA-CREF), family offices, social impact funds and wealth managers. We also provide companies with a certification that enables them to market themselves to a wider range of funding sources and strategic partners who recognize the certification's validation of the company's financial, operating, impact and environmental standing.

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Check out our web site for more examples: [www.iadvisorcorp.com](http://www.iadvisorcorp.com)