

<p>PROBLEM</p> <p>OUR GROWTH ENVIRONMENTS fail to meet our increasingly dynamic sustainable development needs Old Education System Degeneration of social, economic, environmental systems. Low Declining Performance in Innovations</p>	<p>SOLUTION</p> <p>A GENERATIVE MULTI-STAKEHOLDER COOPERATIVE (MSC) for continued learning, research and development LEARNING LABS for Simple Problems INNOVATION LABS for complex problems LIVING LABS for wicked problems More on learning and living labs at https://vitaegroup.ca/vitae/living-labs/</p>	<p>UNIQUE VALUE PROPOSITION</p> <p>BUSINESS FIT Market Fit: Basic physiological needs; safety and security needs Operating & Maintenance Fit: To meet ever-growing social needs support. Management Fit: Esteem and self-actualization needs support. Servant Leadership co-creating an innovating platform for living systems with net-zero waste.</p>	<p>UNFAIR ADVANTAGE</p> <p>A DREAM ECOSYSTEM LEADERSHIP TEAM with existing customers international networks, from diverse communities of place, interests and professions; organic education and research facilities, data & knowledge FERCA (Ferme d'Éducation et de Recherche du Campus d'Alfred) collaboration for organic innovations systems education and research. AUTOMATED LEARNING CORP >70 readily available online Training in Lean; Health and Safety; Inventory and Supply Chain; etc., see https://vitaegroup.ca/serviced/</p>	<p>CUSTOMER SEGMENTS</p> <p>UPPER MARKET SEGMENT: Academic 30%; Innovation R&D 40%; Private 20%; Public 10% MIDDLE MARKET SEGMENTS DEMOGRAPHICS: Widely diverse, gig workers, SMEs; teachers/trainers & learners; STEM, art, recreation & cultural entrepreneurs & professions. PSYCHOGRAPHIC: Generative, creative, lean, agile, growth thinkers GEOGRAPHIC: Central-East Canada (24 million) first; boundaryless asap BEHAVIORAL: Service Leaders TECHNOGRAPHIC: Complex Systems</p>
<p>EXISTING ALTERNATIVES</p> <p>Conventional hubs, coworking spaces, and corporate research and development labs for closed prototyping, field trials, or test beds. Conventional societal and market pilots with social space for research in innovation by internet giants.</p>	<p>KEY METRICS</p> <p>GENERATIVE BUSINESS MODELING Long-term Outcomes & Positive Impacts Design Integrated Organization and Best Practice Design Complex Systems and Technology Design</p>	<p>HIGH-LEVEL CONCEPT</p> <p>SIMILAR to ENoLL (European Network of Living Labs) for North America CONGRUENT to Toronto's Kortright Centre's Sustainable Technologies Evaluation Program (STEP) for Eastern Ontario by targeting gaps. DIFFERENT from UNaLabs (Urban Nature Labs) in that it would be Canadian led and explore beyond urban environments.</p>	<p>CHANNELS</p> <p>Push / Pull types Communications Content Marketing Advertising</p>	<p>EARLY ADOPTERS</p> <p>PRIVATE Development, Real Estate & Recovery Value Chains Leaders LEARNING INSTITUTIONS PUBLIC Net zero & living systems authorities. COMMUNITIES Eastern-Northern ON, Western QC, Northern NY.</p>
<p>COST STRUCTURE</p> <p>GENERATIVE VALUE-DRIVEN COST STRUCTURE Economies of Scale Economies of Scope Fixed and Variable Costs. Some Free Products Options</p>		<p>REVENUE STREAMS</p> <p>Automated Courses and Learning Labs Innovation for modern Ecosystem, Economics, Politics; Cultural Programs and Consultancy Business Modeling for gig workers, micro, small and medium enterprises Prototyping and Testing Panel Management support Courses for trades, apprenticeship and technologies Invention / Innovation Royalties Memberships and Paying Clients</p>		

