

Why are we...

The purpose and meaning of our work

Its not about money

To find meaning in our work it must:

1. Have a higher purpose than making money
2. Resonate with us (purpose and outcomes)
3. Achieve impact in the world
4. Allow us to see real progress (be achievable in the medium term)

All of our work has a deeper meaning and purpose.

... and happily is also (reasonably) profitable.

Its not about money

This brief slide set:

1. Introduces our areas of work, in terms of their benefits
2. Describes each initiative including our involvement and the outcomes we are working to attain

Web communication services

Communicating niche / complex / in-depth information via digital channels

Web communication services

We help people (e.g. scientists researchers) use the web and mobile to communicate rich, complex and niche information

Context

- The information has the potent to have a positive impact on the world
- We act as an accelerator or a megaphone – getting the message out

Our involvement

- We create websites, online communications and apps that get the information 'out there' and encourage positive change
- We get to meet and learn new perspectives from smart people!

Outcomes

- Examples: Climate Change projections & Hearing loss prevention

Skopes

Helping SMEs and NfPs implement (web) systems

Skopes

Skopes reduces errors, inefficiencies and failures during system implementation projects (over 50% of SME / NfP projects fail in some form!)

Context

- Associations, NfPs and SMEs are at the heart of commerce, and an influence for good, but they struggle to implement vital (often web based) platforms and technologies
- Skopes provides guidance, strong / proven processes and automates documentation creation

Our involvement

- We get to play a role in creating positive change by supporting others
- We are creating Skopes which has great reach and is highly leveragable

Outcomes

- Better project outcomes, financial savings, improved requirements gathering and product selection

The ADHD Coach App

Supporting parents and helping kids with ADHD

The ADHD Coach App

Our App puts simple and effective practices in the hands of parents and kids struggling with ADHD

Context

- There are numerous effective, well documented interventions that help ADHDers, they are currently accessed almost exclusively through therapists
- The key to success with these interventions is their consistent use, but this is also their greatest downfall

Our involvement

- Through our collaboration with the ADHD Alliance we are creating an app that supports these parents and kids, critically with consistent practice
- The app will also create data for research and be a model to follow for ADHDAs incubator mission

Outcomes

- The app will make lives better, people happier and aid therapists do their work