TECH STRATEGY TOOL KIT FOR PRACTICAL TECH ADOPTION|

Emerging Tech Adoption For Industry and Enterprise Use Cases

The journey to find + adopt emerging tech for industry use cases is challenging

Your journey as a *Tech Seeker* includes standard adoption "proof points" and organization-specific challenges

We built resources to address industry-specific challenges finding and adopting tech for peculiar and sensitive use cases

We understand your challenges because we have lived them

Zylter's Sociotechnical Systems Model for Emerging Tech Adoption

	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
TECH ADOPTION PHASES						
KEY SOLUTION DESIGN + ADOPTION ACTIONS	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 ADOPTION			

[see *Emerging Tech Adoption Roadmap* slide for detailed map]

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Effective industry tech adoption requires assessing the needs of complex use cases

Our *Tech Strategy Tool Kit* is designed to guide identification, assessment and adoption of emerging tech for complex sociotechnical system (STS) use cases:

Zylter *Sociotechnical Systems Model* for Emerging Tech Use Cases

Technology System(s)

Tasks / Processes

Organizational Structure

Users / Workforce

Operating Environment

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We designed + built our *Tool Kit* to help *Tech Seekers* like you

The Zylter *Tech Strategy Tool Kit* is a set 70+ proven resources and methods to guide decisions and actions required to adopt emerging tech for challenging use cases

Example *Tech Strategy Tool Kit* Resources by Category

Category					
HOW DO WE START A CORE STRATEGY FOR TECH DEVELOPMENT/ ADOPTION?	**TAR** | Tech Adoption Roadmap	**TAR** | Tech Builder Roadmap			
HOW DO WE ENSURE WE HAVE A CLEAR STRATEGIC PLAN?	**ROI** | Strategic Return on Investment Assessment	**CLA** | Competitor Landscape Analysis	**IRD** | Implementation Roadmap Development	**SOM** | Solution Opportunities Mapping	**SEM** | Strategic Engagement Mapping
HOW DO WE DEVELOP AND DESIGN A SOLUTION THAT SERVICES OUR USERS NEEDS?	**PDD** |Product Requirements Document	**TMA**|Tech Maturity Assessment	**PCD** |Product Catalog Design	**SCB** |System Component Breakdown	**PRD** |Product Roadmap Development
HOW DO WE ENSURE DELIVERY AT EACH STAGE OF THE SOLUTION LIFECYCLE?	**MRD**| Manufacturing Readiness Assessment	**TCO** | Total Cost of Ownership Assessment			
HOW DO WE MAXIMIZE OUR PRICING FOR OUR SOLUTION AND ASSESS MARKET VALUE?	**SNA** | Social Network Analysis	**TAM** | Total Addressable Market Estimation	**PPD** | Pricing Proforma Development		
HOW DO WE BETTER SUPPORT OUR USERS AND WORKFORCE?	**UPD** | User Profile Development	**USA** | User Segmentation Analysis	**USD** | User Story Development		
HOW DO WE UPDATE AND REFINE OUR PROCESS DESIGN, IMPROVING EFFICIENCY AND EFFECTIVENESS?	**ABM** |Activity Based Management Design	**OPM** |Operation Process Mapping			

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Each multi-layered *Tool Kit* resource has been refined through use + experience

Each module applies years of practical tech adoption experience to provide tailorable resources to build support for your tech-focused program or initiative

PRACTICAL DESIGN + PACKAGING

Modules selected for you, based off your indicated needs

DETAILED + PRACTICAL METHODS

The detailed and practical method, how to use it, how to apply it, and helpful hints to help with understanding

COMPLETE FRAMEWORKS + EXAMPLE CASES

An example of the resource for and your outcome from method execution

TAILORABLE TEMPLATES + RESOURCES

Modifiable frameworks and resources to fit your strategy, branding and presentation

CORE TECH ANALYSIS+ STRATEGY EXPERTISE

User-centered design to make detailed methods simple and outputs compelling

INDUSTRY + TECH BUILDER LANDSCAPE EXPERIENCE

70+ modules from over years of experience apply the methods to address real client needs and guide tech decisions

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We have applied our *Tool Kit* with both *Tech Builders + Tech Seekers*

We have enabled both with *Tech Builders* and *Tech Seekers* to develop and adopt emerging tech

We serve the ecosystem as a connector and "boundary spanner" for the emerging tech ecosystem

AUTONOMOUS GROUND VEHICLES	UNMANNED AERIAL SYSTEMS & DRONES	EXTENDED REALITY &FUTURE OF WORK	OTHER EMERGING TECH APPLICATIONS	INDUSTRY *TECH SEEKERS*
next	MATTERNET	TALESPIN	SAYSO	MILITARY SEALIFT COMMAND (MSC)
TACOM	MARTINUAV	ECMC Education	TAP EVERY MOVEMENT MATTERS	Newland COMMUNITIES
				HIBBETT SPORTS GAME TESTED. ATHLETE APPROVED.
MERLIN MOBILITY FOUNDATION	RPS REMOTELY PILOTED SOLUTIONS	LUCID DREAM	lifeline	NATIONAL PARK SERVICE / DEFENSE LOGISTICS AGENCY

[see the Zylter Case Studies on our website for detailed description of our clients & projects]

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Our *Tool Kit* provides a "Swiss Army Knife" of resources + support for IC *Tech Seekers*

Product Requirements & Use Case Analysis	**Emerging Tech Scouting & Assessment**	**Solution Deployment Strategy**
Market Pricing & Value Analysis	**ROI Analysis & Tech Adoption Planning**	**Solution Design & Management Support**
Org Design & Strategy for Implementation	**Solution Tender & Solicitation Design**	**Tool Kit Application Support & Coaching**

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We understand solution design for sensitive + challenging use cases

We have **lived your *Tech Seeker* journey** in both Tech Builder and commercial innovation programs

We think in **proof points**, **operational impact** and **ROI**

We have mapped the pathways and steps for **industry adoption** of emerging tech

We provide **tailored**, **scalable** and **multi-functional** resources not available from traditional tech or management consulting companies

Our support is a force multiplier, enabling you to increase impact and ROI of resources to quickly mature products and scale revenue growth

Our resources support each phase of your tech adoption + validation for operational ecosystems

Our resources and expertise are designed to help a key points throughout the journey from identification of needs to emerging tech adoption at scale

PHASE 0 | INITIAL ENGAGEMENT

PHASE 1 | INITIAL PROOF OF CONCEPT & PILOTING

PHASE 2 | LONG-TERM ECOSYSTEM GROWTH

NEEDS ASSESSMENT	TECH BUILDER ASSESSMENT	ECOSYSTEM ADOPTION STRATEGY	PROOF OF CONCEPT	SCALED ECOSYSTEM ADOPTION + ROI
			MVP Solution / Service	Ecosystem Solution / Service
				Ecosystem Solution / Service
			Prototype Solution / Service	Ecosystem Solution / Service
				Ecosystem Solution / Service
			POC Validation & Assessment	Ecosystem Solution / Service
				Ecosystem Solution / Service

Zylter resources + support have clear ROI & long-term operational benefit

For winning resources to support your tech adoption, impact and ROI are king. Our *Tool Kit* delivers measurable ROI and outcomes to achieve key proof points for enterprise tech programs, to include:

Increased Impact of Tech Adoption Programs

Actionable analysis identifies specific applications and requirements to prioritize scouting and adoption efforts

Reduced Time to Solution Maturity

Increased speed and efficiency of product development with a data-driven product roadmap and adoption strategy

Decreased Time to Operational Adoption

We deliver actionable strategies based on deep knowledge of the industrial operations and enterprise acquisition processes
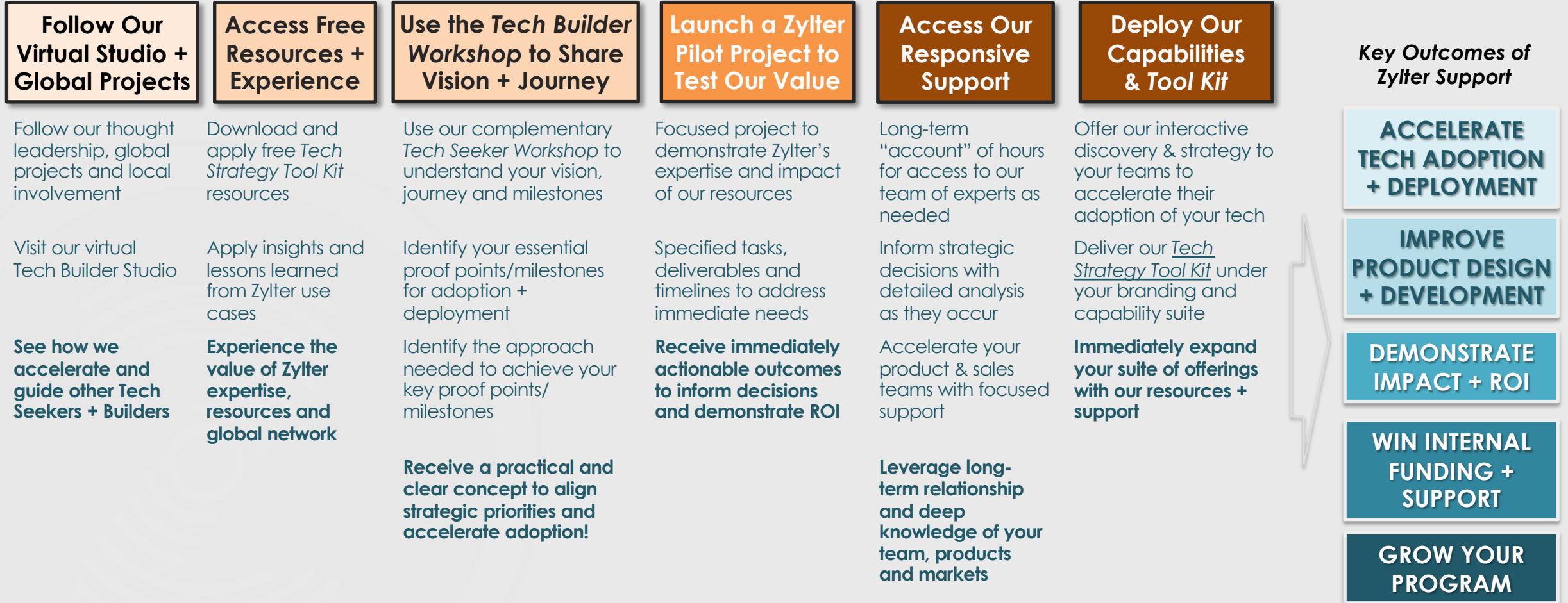
Improved Speed + Perspective of Adoption Strategy

Responsive support provides *Tool Kit* resources and expertise when/where needed at a fraction of the cost for full time equivalents (FTEs)

Our interactive approach is designed to support your tech journey

Our engagement process shares knowledge early sand demonstrate the value of our *Tool Kit* and expertise up front

Follow Our Virtual Studio + Global Projects	Access Free Resources + Experience	Use the *Tech Builder Workshop* to Share Vision + Journey	Launch a Zylter Pilot Project to Test Our Value	Access Our Responsive Support	Deploy Our Capabilities & *Tool Kit*
Follow our thought leadership, global projects and local involvement	Download and apply free *Tech Strategy Tool Kit* resources	Use our complementary *Tech Seeker Workshop* to understand your vision, journey and milestones	Focused project to demonstrate Zylter's expertise and impact of our resources	Long-term "account" of hours for access to our team of experts as needed	Offer our interactive discovery & strategy to your teams to accelerate their adoption of your tech
Visit our virtual Tech Builder Studio	Apply insights and lessons learned from Zylter use cases	Identify your essential proof points/milestones for adoption + deployment	Specified tasks, deliverables and timelines to address immediate needs	Inform strategic decisions with detailed analysis as they occur	Deliver our *Tech Strategy Tool Kit* under your branding and capability suite
See how we accelerate and guide other Tech Seekers + Builders	**Experience the value of Zylter expertise, resources and global network**	Identify the approach needed to achieve your key proof points/ milestones	**Receive immediately actionable outcomes to inform decisions and demonstrate ROI**	Accelerate your product & sales teams with focused support	**Immediately expand your suite of offerings with our resources + support**
		Receive a practical and clear concept to align strategic priorities and accelerate adoption!		**Leverage long-term relationship and deep knowledge of your team, products and markets**	

Key Outcomes of Zylter Support

- **ACCELERATE TECH ADOPTION + DEPLOYMENT**
- **IMPROVE PRODUCT DESIGN + DEVELOPMENT**
- **DEMONSTRATE IMPACT + ROI**
- **WIN INTERNAL FUNDING + SUPPORT**
- **GROW YOUR PROGRAM**

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Next Steps to Access Our *Tool Kit* & Expertise

1. **Follow Our Growth:** Like you, we have a growing portfolio of projects, initiatives and thought leadership. Check in and check us out...

2. **Check Out Our Work:** Visit the [Zylter website](#) and our [LinkedIn page](#) to learn more about our approach, capabilities and experience. We love to show and tell!

3. **Leverage Our Free Practical Resources:** Visit our website to access resources from out *[Tech Strategy Tool Kit](#)*, [case studies](#) and [thought leadership](#). Well-designed resources for your immediate use.

4. **Set up a Tech Seeker Workshop Session:** Request a free Tech Seeker Workshop session so we can understand your journey, provide some immediate insight and demonstrate the value of our perspective

5. **Try Out Our Support:** Launch a pilot project to see how our team and resources deliver immediate value and impact. We are happy to be tested!

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We think IT* through with you.

*Industrial Technology

Matthew Boyer
Chief Executive Officer + Founder
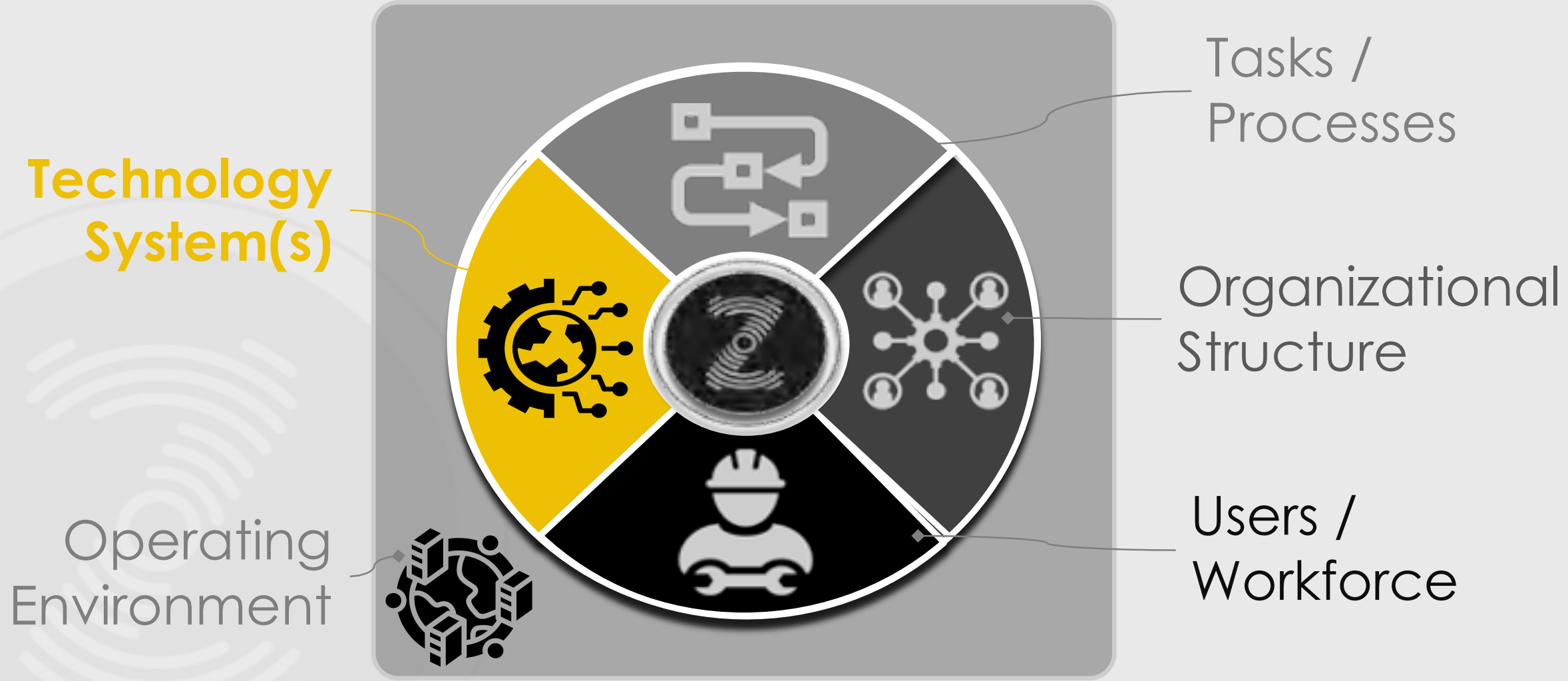E | matt@zylter.com
M | 919.410.5175
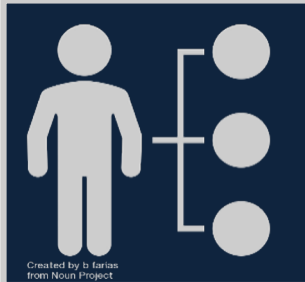
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APPENDIX 1 | EXAMPLE *TOOL KIT* RESOURCES

EXAMPLE 1 | Zylter's Emerging Tech Adoption Roadmap

	1	2	3	4	5	6
XR TECH ADOPTION PHASES	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
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EXAMPLE 2| *Zylter Sociotechnical System (STS) Model for* Emerging Tech Use Case

Tasks / Processes

Technology System(s)

Organizational Structure

Operating Environment

Users / Workforce

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EXAMPLE 3| *Use Case Description (UCD)* for Challenging Tech Applications

Technology Use Case Summary Slide Structure

- Description of the core emerging technology and its Technology Maturity Level
- Assessment of technology maturity based on the Technology Readiness Level (TRL)
  - See Slide XX for TRL definitions
- Description of key use case elements that describe how the technology is applied and generates value for Wendell Falls

<TECHNOLOGY>| <Application>

- Description
- TRL 9
- product availability

USER(S)

TASK(S) EXECUTED

EMPLOYMENT METHOD

OPERATING ENVIRONMENT

KEY VALUE IMPLICATIONS FOR WENDELL FALLS

EXAMPLE APPLICATIONS (w/ hyperlink)
- <Name, hyperlinked to website>
- <picture, cropped to this box>

- Summary od strategic opportunity and implications for of the Wendell Falls planning and development
- Examples of the emerging technology application with links to leading companies and key information sources
- The priority tech-enabled outcome for the tech application

EXTENDED REALITY| Neighborhood Visioning & Marketing Experience

TECHNOLOGY	Virtual, augmented and/or mixed reality to provide enhanced experience VR applications mature AR applications need further maturation	TRL 7 **TRL 8** TRL 9
USER(S)	Individual or small groups of current or potential residents seeking immersivity experience Wendell Falls and its key features.	
TASKS EXECUTED	Recruiters, Realtors and other champions of Wendell Falls deliver immersive and captivating experiences highlighting benefits of living in or do business in community.	
ORGANIZING STRUCTURE	Individual virtual / augmented reality systems with a tailored VR/AR application with wireless connectivity.	
OPERATING ENVIRONMENT	VR mostly in stationary studios, AR used in spaces supported by wireless connectivity for geolocation and high-bandwidth data.	
KEY VALUE / IMPLICATIONS FOR WENDELL FALLS	**Improve Newland engagement with current /potential Wendell Falls residents, businesses and groups by providing an authentic & immersive experience.**	

EXAMPLE APPLICATIONS (w/hyperlink)
- *YouVisit Destination Marketing*
- *DAQRI Smart Glasses*

ADAPTIVE + AI-ENABLED LEARNING| Immersive Education + Training Hub

TECHNOLOGY	Systems enabling remote, virtual, immersive or adaptive content for achievement of learning/training outcomes	TRL 7 **TRL 8** TRL 9
USER(S)	School-age students, continuing education students and trainees seeking improved education access and outcomes.	
TASKS EXECUTED	Technology embedded schools with infrastructure to use machine learning to assess student performance and deliver customized feedback.	
ORGANIZING STRUCTURE	Virtual learning and training interfaces present content managed through AI-based curriculum management.	
OPERATING ENVIRONMENT	Technologies rely on smart facility (e.g. school) infrastructure and high-bandwidth connectivity.	
KEY VALUE / IMPLICATIONS FOR WENDELL FALLS	**Improves resident experience by delivering elite levels of education ensuring Wendell Falls meets the highest demands of it's residents.**	

EXAMPLE APPLICATIONS (w/ hyperlink)
- *Dreambox Learning*
- *Barco Shell Virtual Reality Training Center*

C OPERATION ENVIRONMENT| Aspects + Examples

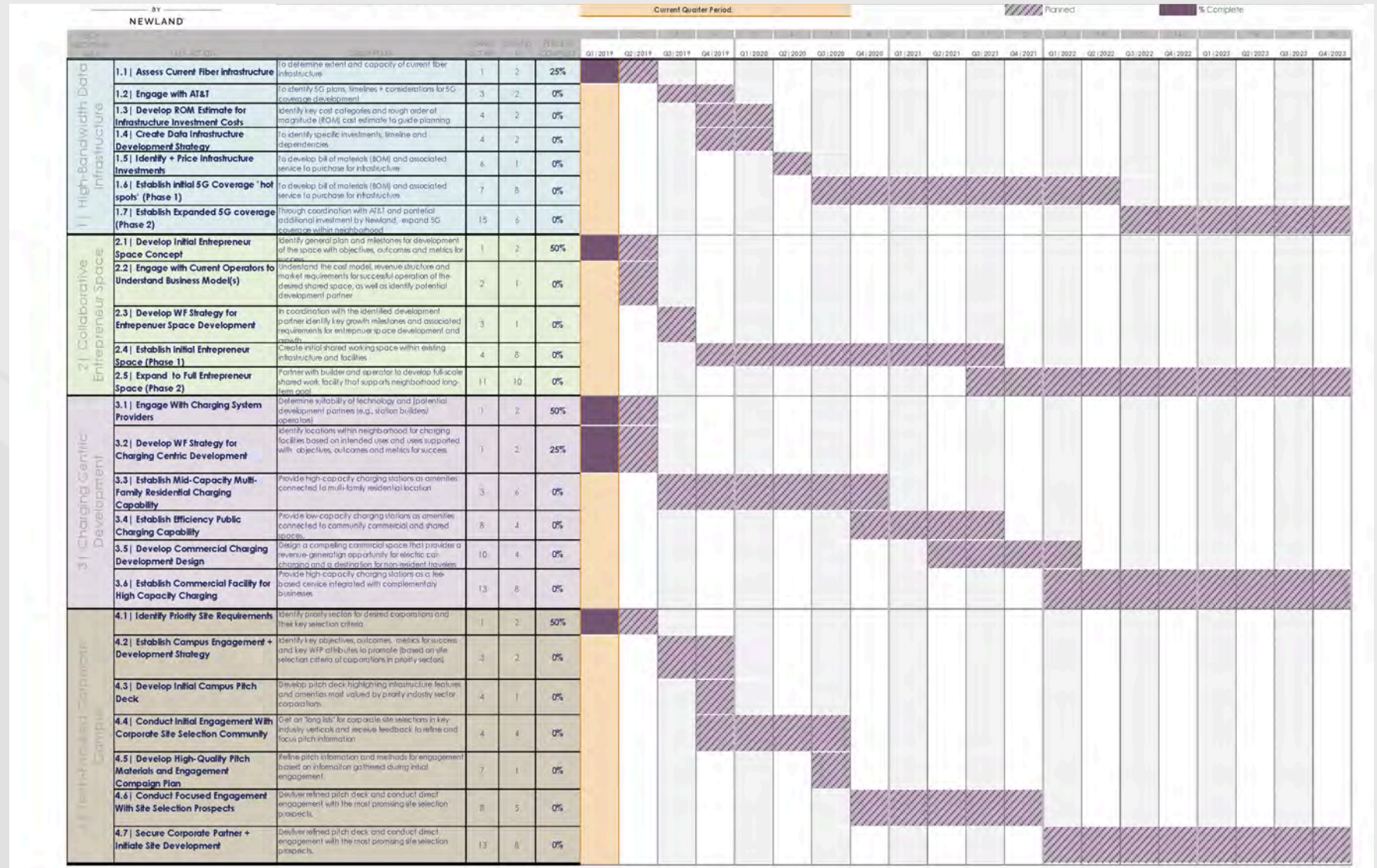|	Description	Off-Highway AV Examples
Terrain (Natural & built)	Physical character of a piece of ground or area, especially with reference to its impact for operations	Physical terrain, road or work site "furniture", static or dynamic obstacles, etc.
Infrastructure	The basic, underlying framework of facilities or systems features	Availability and condition of transportation and communication systems to support AV operations
Legal/ Regulatory	Federal, state, and local laws and regulations that prescribe one more aspect of STS operations	Occupational Safety & Health Act (OSHA) or International Safety Organization (ISO) requirements
Threats	An object, actor or event with ability to generate intentional harm or damage	Cyber exploitation of vehicle data Denial of vehicle communications, GPS, etc.
Hazards	An object, actor or event with ability to generate unintentional harm or damage	Human-vehicle, vehicle-vehicle, or vehicle-obstacle collision
Electro-magnetic	Of or relating to the interrelation of electric currents or fields and magnetic fields	Sensor or communications signals Vehicle-to-vehicle (V2V), vehicle-to-infrastructure (V2I) communications
Weather / Atmosphere	The state of the atmosphere at a place and time as regards heat, cold, wind, precipitation, etc.	Impact of participation, heat, or obscuration on AV sensor systems
Other Factors	Other aspects of the operating environment that can influence AV system and/or broader STS operating requirements	Trade union agreements and negotiations (e.g., longshoremen's unions at ports)

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EXAMPLE 4| Solution Journey Map (SJM) + Solution Requirements Matrix (SRM) for Peculiar Use Cases

Note: Solution roadmap is presented a 36" x 60" poster for reference and use

EXAMPLE 5| Tech Solution Development + Deployment Plan

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		