

Product Category/Name
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### Hosting Catalogue

Basic Hosting

Professional Hosting

Entreprise Hosting

Managed Database services

Mixed-managed Hosting services

### Discovery Catalogue

Self assessment

Free consultation

Partners events

### Learning Hall Catalogue

#### - Self online Education. (1/10th of instructor led)

Innovation 101: Foundations of Innovation

Ecosystem-Driven Innovation

Case Studies in Business Model Innovation

Building Sustainable Innovation Ecosystems

Organizational Capability for Innovation

Driving Innovation Culture Change

Innovation Leadership for Executives

Open Innovation Strategies & Applications

Market Research for Innovation

Product-Market Fit Validation

Customer Journey and Experience Design

Introduction to AI & Machine Learning

IoT for Business Innovation

Robotics and Automation Essentials

Blockchain and Distributed Ledgers for Business

#### - Webinar Instructor-Led Education

Innovation 101: Foundations of Innovation

Ecosystem-Driven Innovation

Case Studies in Business Model Innovation

Building Sustainable Innovation Ecosystems

Organizational Capability for Innovation

Driving Innovation Culture Change  
Innovation Leadership for Executives  
Open Innovation Strategies & Applications  
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Product-Market Fit Validation  
Customer Journey and Experience Design  
Introduction to AI & Machine Learning  
IoT for Business Innovation  
Robotics and Automation Essentials  
Blockchain and Distributed Ledgers for Business

#### **Practice Hall Catalog**

#### **Innovation Hall Catalog**

#### **Merchandising & Organisational Culture Enablement**

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Scope
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Provide Cloud platform to Client (£50 per month Small server, 10 GB storage, standard uptime (99.5%).)

Provide Cloud platform to Client (£100 per month Medium server, 50 GB storage, high uptime (99.9%) daily backup

Provide Cloud platform to Client (£200 per month Large server, 200 GB storage, guaranteed uptime (99.99%) daily backup, enhanced monitoring, enhanced security and support.

Custom services (£500 per month)

Custom services (£1,500 per month) real time monitoring, security, etc.

**Sub Total**

Run self assessment survey to assess your current capability and capacity

Request a Free 1-2-1 session with us or a Partner

Join a webinar event or partner event

**Sub Total**

Understand innovation basics, differentiate innovation types. FREE

How to build innovation ecosystems to create & capture value.

Detailed analyses of successful and unsuccessful business models.

Frameworks for creating long-lasting value networks.

Develop structures and skills needed for effective innovation.

Techniques to transform organizational culture towards innovation.

Equip executives with strategies for leading innovation.

Learn how to leverage external knowledge for internal innovation.

Conducting effective market research and validation.

Techniques for testing market acceptance of innovations.

Understanding and mapping customer journeys.

Basics and applications of AI and ML in innovation.

Leveraging IoT solutions to enhance innovation processes.

Use robotics to drive operational innovation.

Apply blockchain technologies for transparency and trust.

**Sub Total**

Understand innovation basics, differentiate innovation types.

How to build innovation ecosystems to create & capture value.

Detailed analyses of successful and unsuccessful business models.

Frameworks for creating long-lasting value networks.

Develop structures and skills needed for effective innovation.

Techniques to transform organizational culture towards innovation.  
Equip executives with strategies for leading innovation.  
Learn how to leverage external knowledge for internal innovation.  
Conducting effective market research and validation.  
Techniques for testing market acceptance of innovations.  
Understanding and mapping customer journeys.  
Basics and applications of AI and ML in innovation.  
Leveraging IoT solutions to enhance innovation processes.  
Use robotics to drive operational innovation.  
Apply blockchain technologies for transparency and trust.

**Sub Total**

**Sub Total**

**Sub Total**

**Sub Total**

**Total**

Length (Days)	Revenue (£)	Complexity	Purchase Model	Industry Specific?
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12	600	● Basic	☑ Subscription (1Y)	Yes/No
12	1200	○ Intermediate	☑ Subscription (1Y)	Yes/No
12	1200	● Advanced	☑ Subscription (1Y)	Yes/No
12	6000	● Advanced	☑ Subscription (1Y)	Yes/No
12	18000	● Advanced	☑ Subscription (1Y)	Yes/No

27000











1	0	● Basic	☑ Subscription - on demand - custom	Yes/No
1	0	● Basic	☑ Subscription - on demand - custom	Yes/No
1	0	● Basic	☑ Subscription - on demand - custom	Yes/No

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3	300	● Basic	Online Course	No
8	800	● Basic	Interactive Workshop	Yes/No
5	500	● Basic	Self-Paced Course	No
10	1000	● Basic	Instructor-Led Course	Yes/No
8	800	● Basic	Self-Paced Course	Yes/No
7	700	● Basic	Instructor-Led	Yes/No
6	600	○ Intermediate	Instructor-Led	Yes/No
8	800	○ Intermediate	Instructor-Led	Yes/No
6	600	○ Intermediate	Self-Paced Course	Yes/No
5	500	○ Intermediate	Self-Paced Course	Yes/No
8	800	○ Intermediate	Instructor-Led	Yes/No
10	1000	○ Intermediate	Self-Paced Course	Yes/No
8	800	● Advanced	Instructor-Led	Yes/No
7	700	● Advanced	Self-Paced Course	Yes/No
10	1000	● Advanced	Instructor-Led	Yes/No

10900

3	3000	● Basic	Online Course	No
8	8000	● Basic	Interactive Workshop	Yes/No
5	5000	● Basic	Self-Paced Course	No
10	10000	● Basic	Instructor-Led Course	Yes/No
8	8000	● Basic	Self-Paced Course	Yes/No

7	7000	 Basic	Instructor-Led	Yes/No
6	6000	 Intermediate	Instructor-Led	Yes/No
8	8000	 Intermediate	Instructor-Led	Yes/No
6	6000	 Intermediate	Self-Paced Course	Yes/No
5	5000	 Intermediate	Self-Paced Course	Yes/No
8	8000	 Intermediate	Instructor-Led	Yes/No
10	10000	 Intermediate	Self-Paced Course	Yes/No
8	8000	 Advanced	Instructor-Led	Yes/No
7	7000	 Advanced	Self-Paced Course	Yes/No
10	10000	 Advanced	Instructor-Led	Yes/No

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Who is Leading?	Cross-Sell Items	Upsell Items
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Product Category/Name
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Driving Organizational Structure for Innovation
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Organizational Culture Enablers
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Organizational Capacity Growth
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Organizational Capability Enablement
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Innovation Training & Certification Programs

Innovation Training & Certification Programs

Agile & Lean Innovation Implementation

Corporate Reskilling & Upskilling Initiatives

Strategy & Business Model Innovation Workshops

Lean Startup & MVP Development Programs

Customer-Centric Innovation Programs

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Scope
Sub Total
Sub Total
Sub Total
Provide structured innovation learning & certification access.
Provide structured innovation learning & certification - A la carte Portfolio (reverse margin 20%)
Train teams on Agile, Lean, and iterative innovation processes.
Equip teams with emerging innovation skills. (Avg Team of 15 people - 1Y - 50%)
Develop, refine, and test new business models.
Guide teams on lean innovation methodologies & rapid prototyping.
Implement programs to involve customers in the innovation process.
Sub Total
Total

Length (Days)	Revenue (£)	Complexity	Purchase Model	Industry Specific?
340000				
314000				
130000				
12	6000	Intermediate	Subscription (Per Year 1000/Mth - 50%	Yes/No
250000	50000	Intermediate	Subscription - on demand - custom	Yes/No
12	12000	Intermediate	One-Time	Yes/No
15	90000	Advanced	Subscription (Per Year 1000/Mth - 50%	Yes/No
10	10000	Intermediate	One-Time	Yes/No
15	15000	Advanced	One-Time	Yes/No
10	10000	Intermediate	One-Time	Yes/No
193000				
977000	977000			

Who is Leading?	Cross-Sell Items	Upsell Items
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DIY/InnovMates/Partner

DIY/InnovMates/Partner

DIY/InnovMates/Partner

DIY/InnovMates/Partner

DIY/InnovMates/Partner

DIY/InnovMates/Partner

DIY/InnovMates/Partner

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Product Name
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### Branding Services

Brand Identity Development  
Brand Positioning Strategy  
Rebranding Initiatives  
Brand Audit and Analysis  
Brand Storytelling Workshops  
Visual Brand Identity Refresh  
Brand Voice and Messaging Development  
Employer Branding Strategies  
Brand Licensing Consultation  
Crisis Management & Brand Reputation

### Product/Service Innovation

Product Concept Development  
Service Design and Blueprinting  
Innovation Workshops  
Product Prototyping & MVP Development  
Customer-Centered Design Consulting  
Sustainability & Eco-Innovation Strategy  
Subscription Model Optimization  
Digital Product Strategy & Roadmap  
Pricing & Value Proposition Testing  
User Experience (UX) Research & Testing

### Market Validation & Research

Market Entry Strategy Consulting  
Competitive Intelligence & Benchmarking  
Customer Segmentation & Persona Development  
Industry Trends & Future Insights Analysis  
Customer Feedback & Survey Analytics  
A/B Testing for Product Launches  
Consumer Behavior & Psychographic Analysis  
Pilot Market Rollout & Testing  
Brand Sentiment Analysis & Social Listening  
Cultural & Regional Market Adaptation Strategy

### Customer Experience & Retention

Customer Journey Mapping & Optimization  
Loyalty Program Design & Implementation  
Hyper-Personalization Strategy (AI-Driven)  
Customer Churn Analysis & Prevention Plans  
Omnichannel Engagement Strategy

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Scope
Create a cohesive brand identity, including logo design, color schemes, and typography. Develop strategies to position the brand effectively in the market. Revitalize existing brands to align with current market trends and company vision. Assess brand performance and identify areas for improvement. Train teams on crafting compelling brand narratives. Update visual elements of the brand for relevance and appeal. Establish a consistent brand voice across all communications. Enhance the company's reputation as an employer. Advise on licensing the brand for product extensions. Develop plans to manage brand reputation during crises.
Sub Total
Generate and refine new product ideas. Design new service offerings for optimal customer experience. Facilitate workshops to generate and test innovative ideas. Build prototypes and minimum viable products for testing. Apply human-centered design principles. Integrate sustainability into product strategies. Develop and refine subscription-based models. Create strategic roadmaps for digital product launches. Conduct A/B testing for pricing validation. Evaluate and enhance user experience.
Sub Total
Develop strategies for entering new markets. Analyze competitors and identify market gaps. Define and map target customer segments. Provide forecasts on emerging industry trends. Gather and analyze feedback for improvements. Execute A/B tests for market validation. Evaluate customer behaviors. Run test market launches. Use AI to assess brand perception. Adapt branding for different markets.
Sub Total
Visualize and refine customer touchpoints for seamless experiences. Develop rewards programs to increase customer retention. Use AI to create personalized customer experiences. Identify causes of churn and develop strategies to retain customers. Ensure seamless integration across digital, mobile, and physical touchpoints.
Sub Total
Total

Length (Days)	Cost (£)	Complexity	Purchase Model	Industry Specific?	Who is Leading?
10	10000	● Intermediate	🛒 One-Time	Yes/No	DIY/InnovMates/Partner
8	8000	● Intermediate	🛒 One-Time	Yes/No	DIY/InnovMates/Partner
15	15000	● Advanced	🛒 One-Time	Yes/No	DIY/InnovMates/Partner
7	7000	● Intermediate	🛒 One-Time	Yes/No	DIY/InnovMates/Partner
5	5000	● Basic	🛒 One-Time	Yes/No	DIY/InnovMates/Partner
8	8000	● Intermediate	🛒 One-Time	Yes/No	DIY/InnovMates/Partner
6	6000	● Intermediate	🛒 One-Time	Yes/No	DIY/InnovMates/Partner
10	10000	● Intermediate	🛒 One-Time	Yes/No	DIY/InnovMates/Partner
12	12000	● Advanced	🛒 One-Time	Yes/No	DIY/InnovMates/Partner
10	10000	● Advanced	🛒 One-Time	Yes/No	DIY/InnovMates/Partner
91000					
12	12000	● Intermediate	🛒 One-Time	Yes/No	DIY/InnovMates/Partner
14	14000	● Advanced	🛒 One-Time	Yes/No	DIY/InnovMates/Partner
5	5000	● Basic	🛒 One-Time	Yes/No	DIY/InnovMates/Partner
20	20000	● Advanced	🛒 One-Time	Yes/No	DIY/InnovMates/Partner
12	12000	● Intermediate	🛒 One-Time	Yes/No	DIY/InnovMates/Partner
15	15000	● Advanced	🛒 One-Time	Yes/No	DIY/InnovMates/Partner
10	10000	● Intermediate	🔄 Subscription	Yes/No	DIY/InnovMates/Partner
15	15000	● Advanced	🛒 One-Time	Yes/No	DIY/InnovMates/Partner
10	10000	● Intermediate	🔄 Subscription	Yes/No	DIY/InnovMates/Partner
8	8000	● Intermediate	🛒 One-Time	Yes/No	DIY/InnovMates/Partner
121000					
12	12000	● Advanced	🛒 One-Time	Yes/No	DIY/InnovMates/Partner
10	10000	● Intermediate	🛒 One-Time	Yes/No	DIY/InnovMates/Partner
8	8000	● Intermediate	🛒 One-Time	Yes/No	DIY/InnovMates/Partner
10	10000	● Advanced	🔄 Subscription	Yes/No	DIY/InnovMates/Partner
7	7000	● Basic	🔄 Subscription	Yes/No	DIY/InnovMates/Partner
6	6000	● Intermediate	🔄 Subscription	Yes/No	DIY/InnovMates/Partner
12	12000	● Advanced	🛒 One-Time	Yes/No	DIY/InnovMates/Partner
15	15000	● Advanced	🛒 One-Time	Yes/No	DIY/InnovMates/Partner
10	10000	● Intermediate	🔄 Subscription	Yes/No	DIY/InnovMates/Partner
12	12000	● Advanced	🛒 One-Time	Yes/No	DIY/InnovMates/Partner
102000					
8	8000	● Intermediate	🛒 One-Time	Yes/No	DIY/InnovMates/Partner
12	12000	● Intermediate	🔄 Subscription	Yes/No	DIY/InnovMates/Partner
14	14000	● Advanced	🔄 Subscription	Yes/No	DIY/InnovMates/Partner
10	10000	● Intermediate	🔄 Subscription	Yes/No	DIY/InnovMates/Partner
15	15000	● Advanced	🛒 One-Time	Yes/No	DIY/InnovMates/Partner
59000					
373000 373000					

Cross-Sell Items	Upsell Items
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**Product Name**

**Technology (AI, IOT, Bot, Automation)**

**AI Predictive, Forecasting, Chat-GPT integration**

**ERP & Sales Integration & Migration**

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Scope	Length (Days)
Sub Total	122000
Sub Total	42000
Sub Total	37000
Total	201000

Cost (£)	Complexity	Purchase Model	Industry Specific?	Who is Leading?
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201000

Cross-Sell Items	Upsell Items
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Cashflow Projection	AR	AP
<b>Pre-Seed</b>	100000	
<b>Pilot Sales</b>	100000	
<b>Partners (50k*6= £300k)</b>	300000	
Platform infra		3000
AI integration		3000
AI Modules & Reports		8000
Workflow automation		3000
interfaces to standard ERP		8000
branding & search engines InnovMates		2000
Learning content seed phase		25000
Practice scenario validation		25000
Innovation Program		25000
Partner onboarding pckge		20000
Partner package development		60000
Strategic Partner enablement campaign		15000
Webinars with Partners		10000
Merchandising innovation culture		3000
Travel to Partners and Clients		25000
Management 12 month		60000
Legal & incorporation preparation		5000
Subtotal (AP: 300,000)		-
Reserve		200000
<b>Total</b>	<b>500000</b>	<b>500000</b>