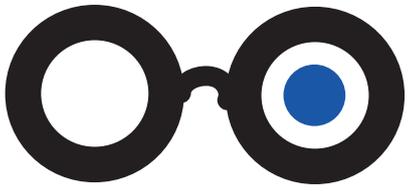


**bluedotaug** 

**Strategy  
for  
Innovators**





**Augmenting our future with  
innovation at the crossroads  
between technology and  
sustainability**

# The future is exciting!

There has never been a better time to build a business with a world of opportunities in emerging technologies and an incredibly diverse range of expertise, cultures and ways to work. At Bluedotaug the work centres on finding your sweetspot, the point where opportunity presents itself to do great responsible business in the service of your customer by finding the right solutions for you.

We believe in values led business which adds value to your business. We can talk about purpose and your why all day long but if it doesn't deliver genuine service to your customer then frankly, it's pointless!

So that's our first question. How does your vision for your product or service deliver for your customer? At the end of the day that's what they are paying you for.

Why they choose you over a competitor comes next. It may be that you have a product that reduces pollution, or maybe a service that helps your customer to find the products they want. That's awesome! But does it also deliver for your team, so they can earn a decent wage consistently and go home knowing they are part of something amazing?

And only then will we talk about the how. How do you get your product or service to your customer, are you innovating to deliver something new? Fantastic, does it deliver on the why elements? If so, then we build your value proposition, explore new channels and tools and develop your strategy to make it happen.

For some clients we dig right into the business model, looking at what work you are accepting and what it is you want to build, for others we will focus on a single project and link it to your current strategy, brands and culture.

For all clients we will be making sure that we design responsible outcomes, focused on the customer you want but always ensuring we preserve Planet Earth, our pale blue dot, our home and all life on it.

## Ready to get on board?

Call 07985 610626

Email [sandra.norval@bluedotaug.com](mailto:sandra.norval@bluedotaug.com)



# Value Proposition Development

Identifying how your idea relates to your market;

Assessing how it can be delivered;

Looking at emerging technologies and innovative practices to bring it to market;

Considering how it serves your brand, company identity and the partners you work with; and

Defining how that translates into products and services that add value to your business.

## Toolkit:

- Online workshops
- Live workshops
- Events
- One to one sessions
- Interview processes
- Questionnaires



# Strategy Development & Engagement

Defining the business model that you need to deliver the best value to you, your team and your customers;

Drawing out your true mission, vision and values;

Developing your opportunities to build new opportunities;

Reviewing your governance processes to minimise risk;

Eliminating waste from your processes to maximise returns;

Identifying key partners;

Identifying funding opportunities if available, or preparing for investors;

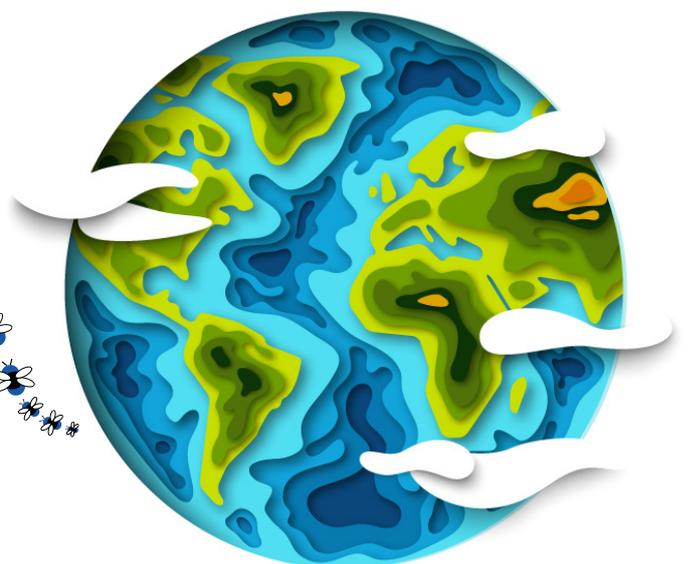
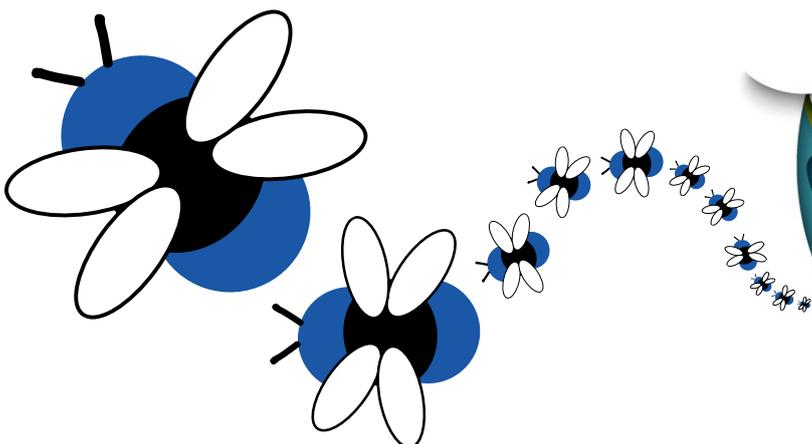
Engaging everyone in your team and your stakeholders too;

Maximising your positive impacts on our Blue Dot by drawing from your preferred sustainable development models including:

- UN SDGs
- B Corporation
- Albert Sustainable Productions
- Rail Sustainable Development Principles
- One Planet Principles
- ISO standards including 14001 and 50001

## Toolkit:

- Workshops (online, small groups, large events, stands and presentations)
- Written materials (books, brochures, online content, internal documents and guides)
- Defining social media campaigns that align with your brand
- Designing games and events to engage and educate (card games, board games, apps and immersive technology)
- Executive coaching
- Mentoring



# Grant Application Support

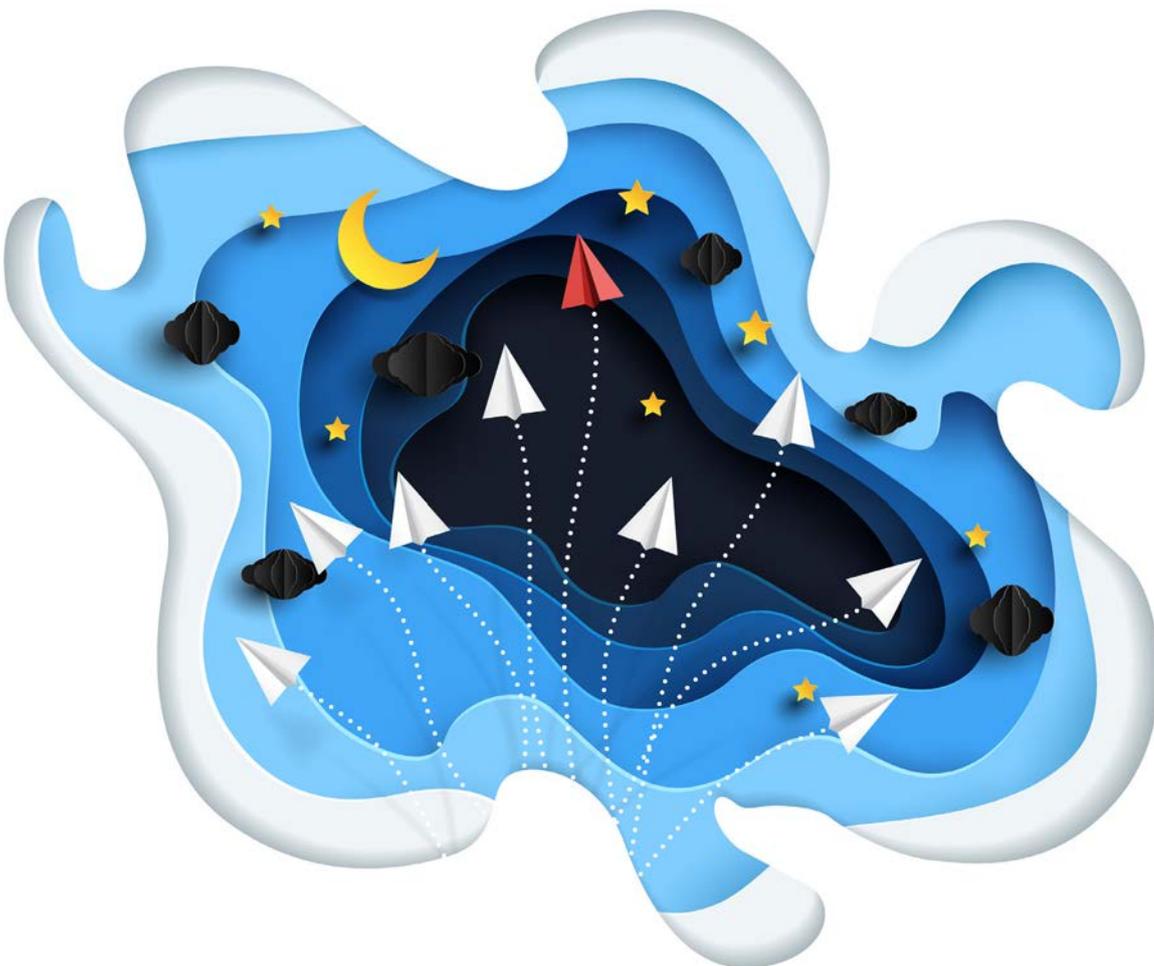
After we have identified your opportunities we explore funding opportunities such as UK Research & Innovation and other routes.

We ensure that the strategy and value proposition materials are adapted to suit the relevant application process, carry out research where needed and develop the necessary content to support it. No process is guaranteed as it often depends who else is in your round of applications, however we will ensure you go in with the strongest possible position to give your project the best chance of securing the funding you need.

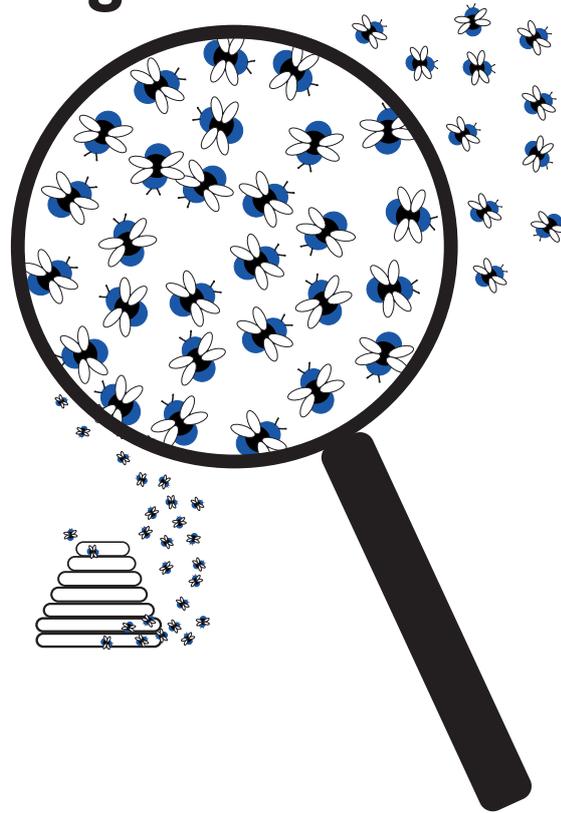
We can also support development of your pitch pack materials for potential investors and prepare you for your pitch.

## Toolkit:

- Your strategy
- Your value proposition
- Executive Coaching
- Mentoring
- Writing and presentation skills
- Research
- Demonstrating your organisation's readiness



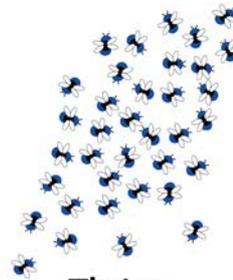
# Change Perception. Change the World.



**Survive**



**Hive**



**Thrive**

## Our Values

<p>...means prioritising health, safety, inclusion &amp; wellbeing in all our decisions and activities at an individual, team, local and global level.</p> <p>We always take personal responsibility for our choices</p> <p>At any time, above all other considerations be safe, in every way</p> <p>Consider environmental impacts in all activities</p> <p>Prioritise social and cultural benefits in every decision</p> <p>Protect our pale blue dot, planet Earth, in everything we do</p> <p>Create a buzz when things need to change</p>	<p>... means thinking about how our individual actions impact on those around us at every level. Think positive and negative impacts and recognise that our own individual happiness drives our behaviours and impacts on others too. That doesn't mean our own happiness trumps all others!</p> <p>Design safe projects in creation, user experience, delivery, and safety of those around us</p> <p>Respect the needs of others, your wants may be secondary to others primary needs, build community</p> <p>If in doubt ask, don't assume that everyone is OK</p> <p>Respect differences so that everyone can fly!</p>	<p>...means enabling everyone to flourish through positive behaviours, respect, empowerment and development for all. The more we thrive the more we can enable others to survive by building our hive!</p> <p>Take ownership of personal development, share learning and inspire each other to do better every day</p> <p>Build movement into our days for better health and community</p> <p>Build a nourishment culture, eat, drink, walk, talk, support</p> <p>Decisions embrace diversity of 'norms'</p> <p>You're never too busy to take a break.</p>
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**Sandra Norval MBA FIEMA CEnv**  
**Chief Executive Officer**

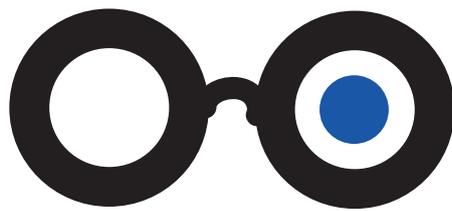
Sandra has developed a broad range of expertise in strategy and sustainability through her roles in the rail industry and formerly in construction and took a deep dive into emerging technology in 2018. Combined with previous roles in finance and business administration she has built a strong strategic understanding of how business, technology, society and the environment interconnect.

With the One Planet MBA, Fellowship of IEMA and Chartered Environmentalist under her belt she continuously builds her knowledge through mentoring emerging graduates, Chairing the Sussex and Surrey Region for IEMA, participating in the IEMA Disruptive Technology and Digital Economy Working Group and also sitting on the Editorial Advisory Board for Transform magazine.

With her values led coaching model The Four Elements she works at individual, team and board level to build long-term organisational change.

**[sandra.norval@bluedotaug.com](mailto:sandra.norval@bluedotaug.com)**

**07985 610626**



**“Look again at that dot. That’s here. That’s home. That’s us. On it everyone you love, everyone you know, everyone you ever heard of, every human being who ever was, lived out their lives.”**

**“To me, it underscores our responsibility to deal more kindly with one another, and to preserve and cherish the pale blue dot, the only home we’ve ever known.”**

**Carl Sagan**