

Innovation Manifesto

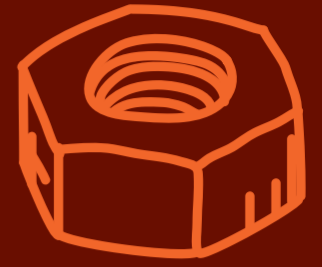
10 principles to keep work and purpose aligned.



Voyage by Vision

To pursue an unwavering goal is to disarm the unknown. Don't waste time trying to predict what may come or bend strategies around what currently is. The vision of a thriving future acts as a compass that both steadies us through uncertainty and reduces the uncertainty outright.

> Take care to protect the commitments you don't want to compromise on.



1

Grow Sources, Not Sinks

To enable individuals to become active and actualized contributors, we need to provide the spaces, social permission and tools for them to find strength, guidance and creative purpose from within.

> Consider ways of sharing technology or insights that could empower a broader community around it.

2

Form, Don't Follow

It's important to allow oneself to flout the rules, to depart from the status quo, create what others don't know or dare to seek. And in doing so, upend the complacency that perpetuates systemic imbalance.

> Consider the norm around the solution space, then challenge it.

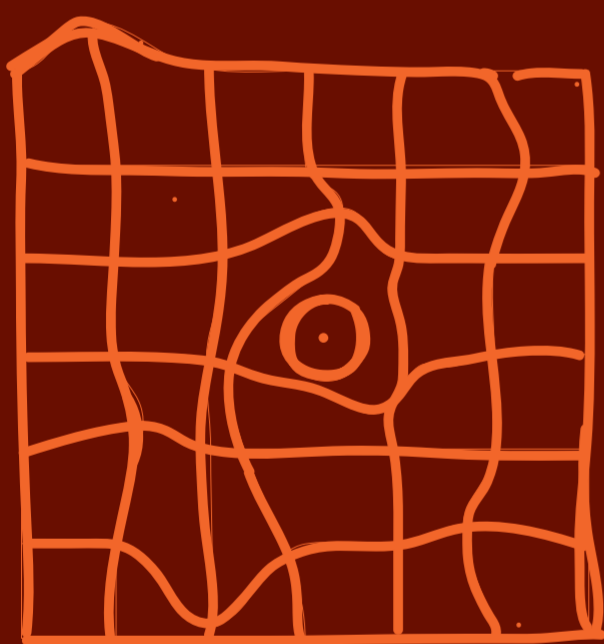
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Make to Manifest

Ideas should have destinies greater than to fill patent databases or bottom drawers. They should be intended to materialize, to inspire change and enable companies, institutions and communities to make it happen.

> Consider the immediate makeability of an idea, prioritizing human value over sheer novelty.

4



Look Up, Down, Within, Beyond

To challenge established systems we also have to challenge how they're evolved. We need to combine technical and analytical precision with non-linear, intuitive discovery to open new portals – beyond our neurological perception.

> Give space to your instincts.

5

Rewild Imagination

Rather than just using imagination to build technology, technology should foster imagination. By intersecting technology with craft and artistic sensibility, we can enable people to reimagine and manifest the world they want to live in.

> Consider how technology might be conceived to be beautiful or thought-provoking.

6

Align with Nature

There is an unparalleled elegance and effectiveness of natural systems. We need to see factories as forests. Sneakers as compost. Waste as feedstock. With each of our projects we must strive to create more harmonious relationships between industry, environment and community.

> Consider how processes might become more contributive than extractive.

7

Design across Timescales

Every solution has both long and short term implications that affect how well they weather change. In order to create more robust systems, we should consider time as an active entity and innovate for generations.

> Consider the entire lifecycle of what you make.

8

See the Forest, and the Trees

Fundamental to our thinking, being and doing work is an understanding of our role within a whole. Appreciating the importance of the details in contributing to the bigger picture. We believe in interconnectedness between people, environment and time, the cosmic and the atomic, and its power to leverage positive momentum.

> Consider the ecosystem the problem exists within, and how that may affect or be affected by a solution.

9

Honor the Past

Our solutions don't exist within a vacuum. They are informed as much by the past they diverge from, as the future they are developed towards. To create something new is to also validate the history that enabled it. This is why we create new strategies and technologies in resonance with ancient culture and wisdom.

> Consider the history of the problem and how it might have been solved before.

10

