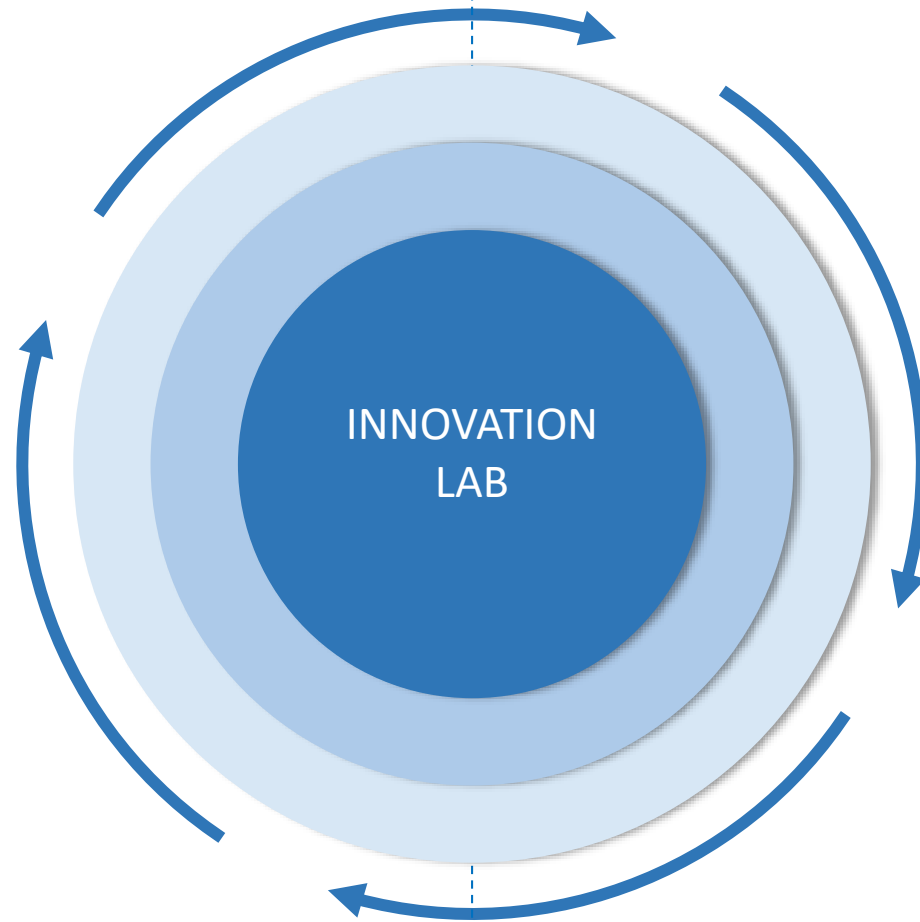


BRIDGING DETROIT AND SILICON VALLEY  
**FROM INNOVATION TO IMPLEMENTATION**

**INSIDE**  
(CORPORATE)



**OUTSIDE**  
(ECOSYSTEM)

**FRICTION**

≠ SPEED/TIMELINES

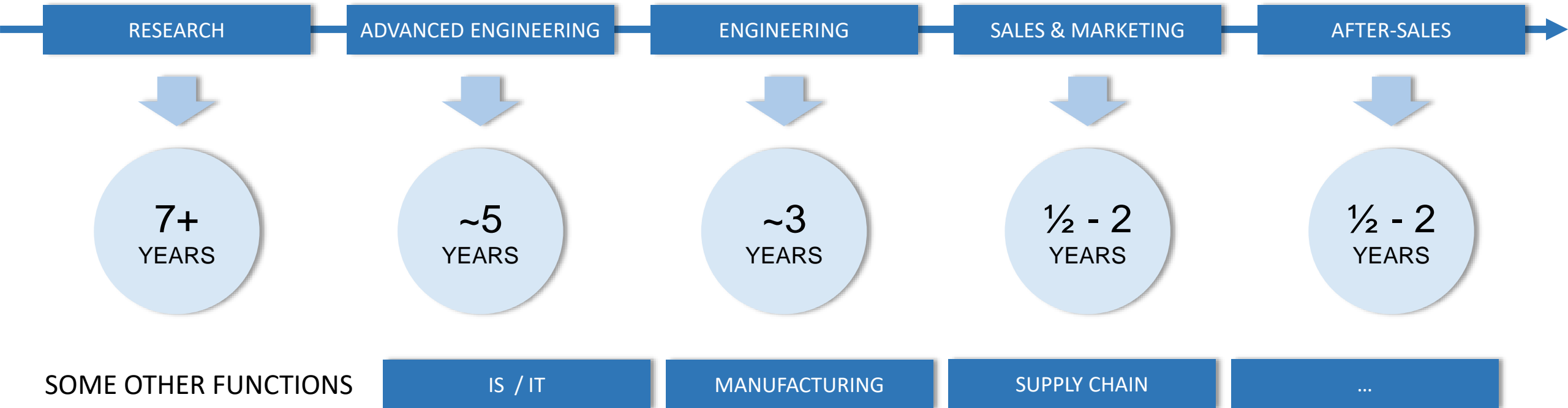
≠ GOALS

≠ MINDSET/CULTURE

# FRICION

≠ SPEED/TIMELINES

WHO IS THE INTERNAL CUSTOMER?



WHAT IS THE DECISION PROCESS?

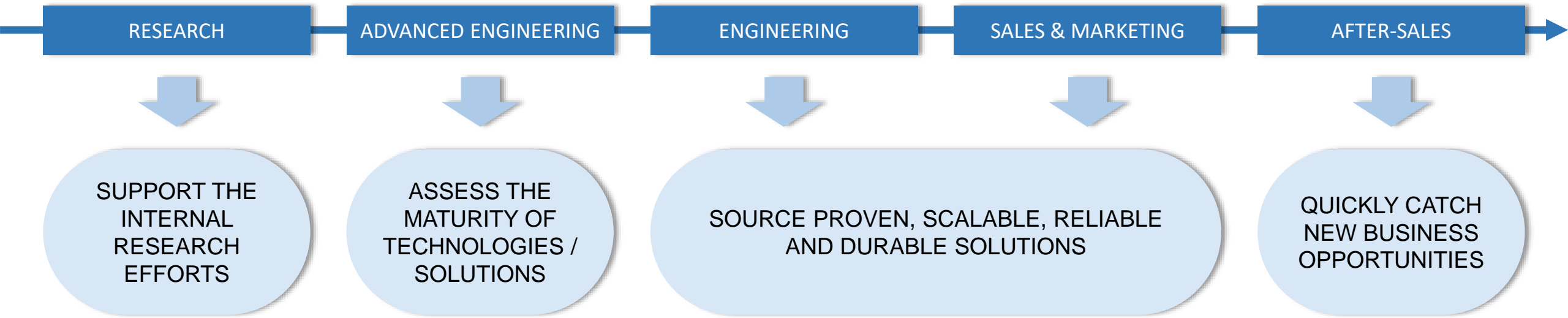
TYPICALLY MULTI-STEP DECISION PROCESSES WITH MULTIPLE STAKEHOLDERS

SPECIALIZED OR SMALLER BUSINESS UNITS CAN HAVE SHORTER DECISION PROCESSES

# FRICTION

≠ GOALS

SIMPLISTIC OVERVIEW OF THE TYPICAL GOALS WHEN ENGAGING WITH EXTERNAL PARTNERS



# FRICTION

≠ MINDSET/CULTURE

GOING BEYOND STEREOTYPES

