



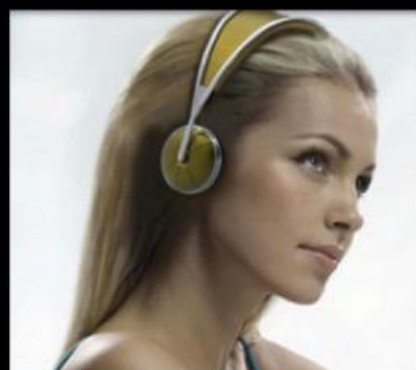
UNEXPECTED INNOVATION THROUGH DESIGN LEADERSHIP

Scott Clear

Chief Design and Innovation Officer for RKS Design



 RKS



C O N T E N T S

00 | **Background** (architecture, automotive, product, advisor)

01 | Catalyst Toolkits for Innovation Strategies

02 | FreshRealm – Bringing Fresh Food to the Masses

03 | Weyerhaeuser THRIVE – New Organic Business Strategy

04 | Q&A

pablo picasso's 'light drawings', 1949
image courtesy LIFE magazine – gjon milli

In 1949, LIFE Magazine's Gjon Milli, a technical wiz and lighting visionary, was sent to visit Picasso in the South of France where they combined artistic efforts to create an amazing set of photographs, rarely seen even today.


```
class Scrub: Boolean = false;
  val volume: Int = 0;
  val volumeNumber: Int = DEFAULT_VOLUME;
  val stream: InputStream;
  val connection: NetConnection;

  def start(): Unit = {
    start();
  }

  def stop(): Unit = {
    stop();
  }

  def isRunning(): Boolean = {
    isRunning();
  }

  def getVolume(): Int = {
    getVolume();
  }

  def setVolume(volume: Int): Unit = {
    setVolume(volume);
  }

  def getStream(): InputStream = {
    getStream();
  }

  def setStream(stream: InputStream): Unit = {
    setStream(stream);
  }

  def getConnection(): NetConnection = {
    getConnection();
  }

  def setConnection(connection: NetConnection): Unit = {
    setConnection(connection);
  }

  def getSource(): String = {
    getSource();
  }

  def setSource(source: String): Unit = {
    setSource(source);
  }

  def getVideoFileName(): String = {
    getVideoFileName();
  }

  def setVideoFileName(fileName: String): Unit = {
    setVideoFileName(fileName);
  }

  def getBgPic(): MovieClip = {
    getBgPic();
  }

  def setBgPic(bgPic: MovieClip): Unit = {
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```

```
import sh.geom.*;
import sh.net.*;
import sh.media.*;
import sh.utils.Time;

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```





LEFT BRAIN + RIGHT BRAIN

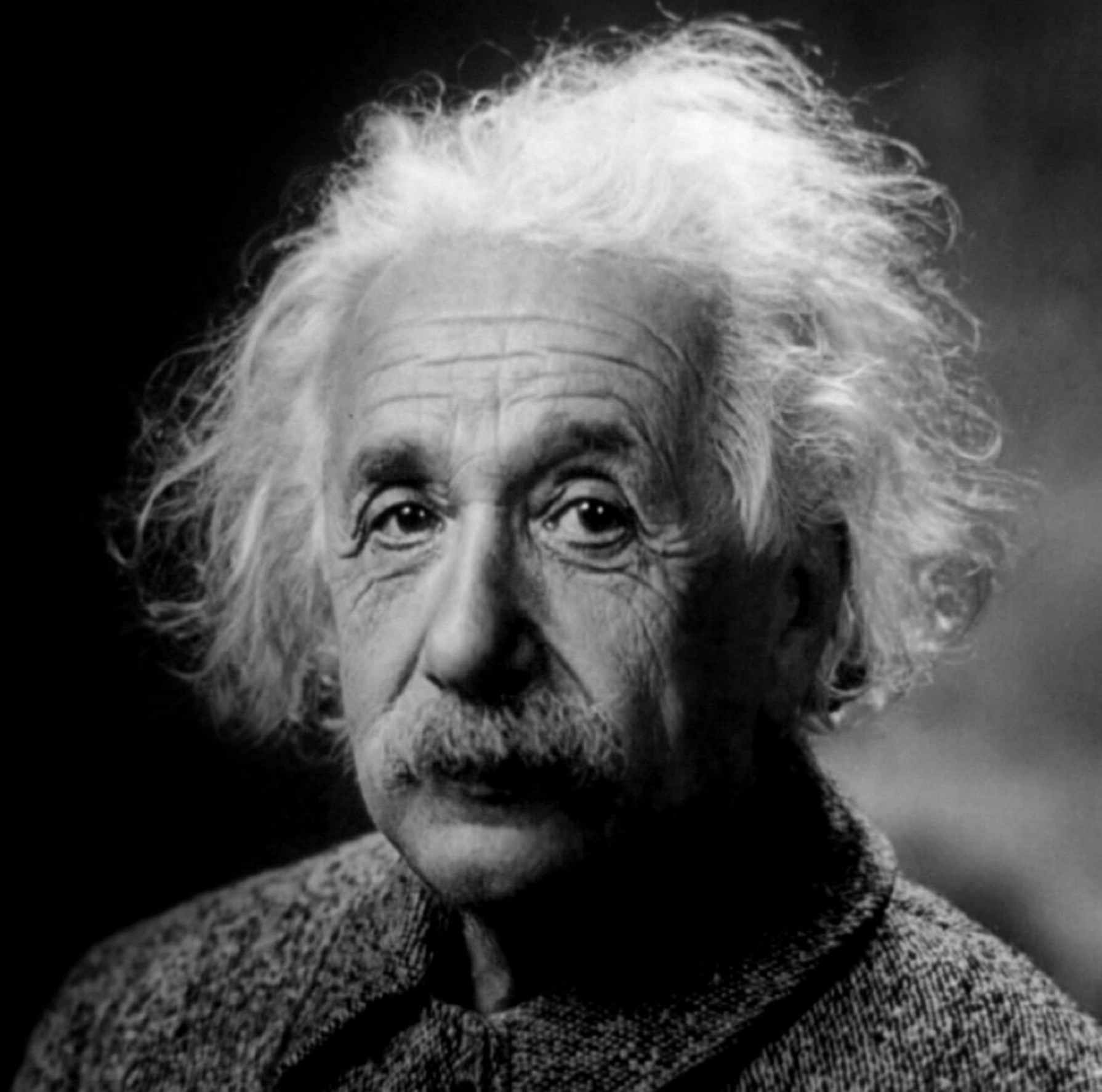
scientist | mathematician | love the familiar | categorize |
accurate | linear | control | master of words and language |
realistic | calculate | order | logic

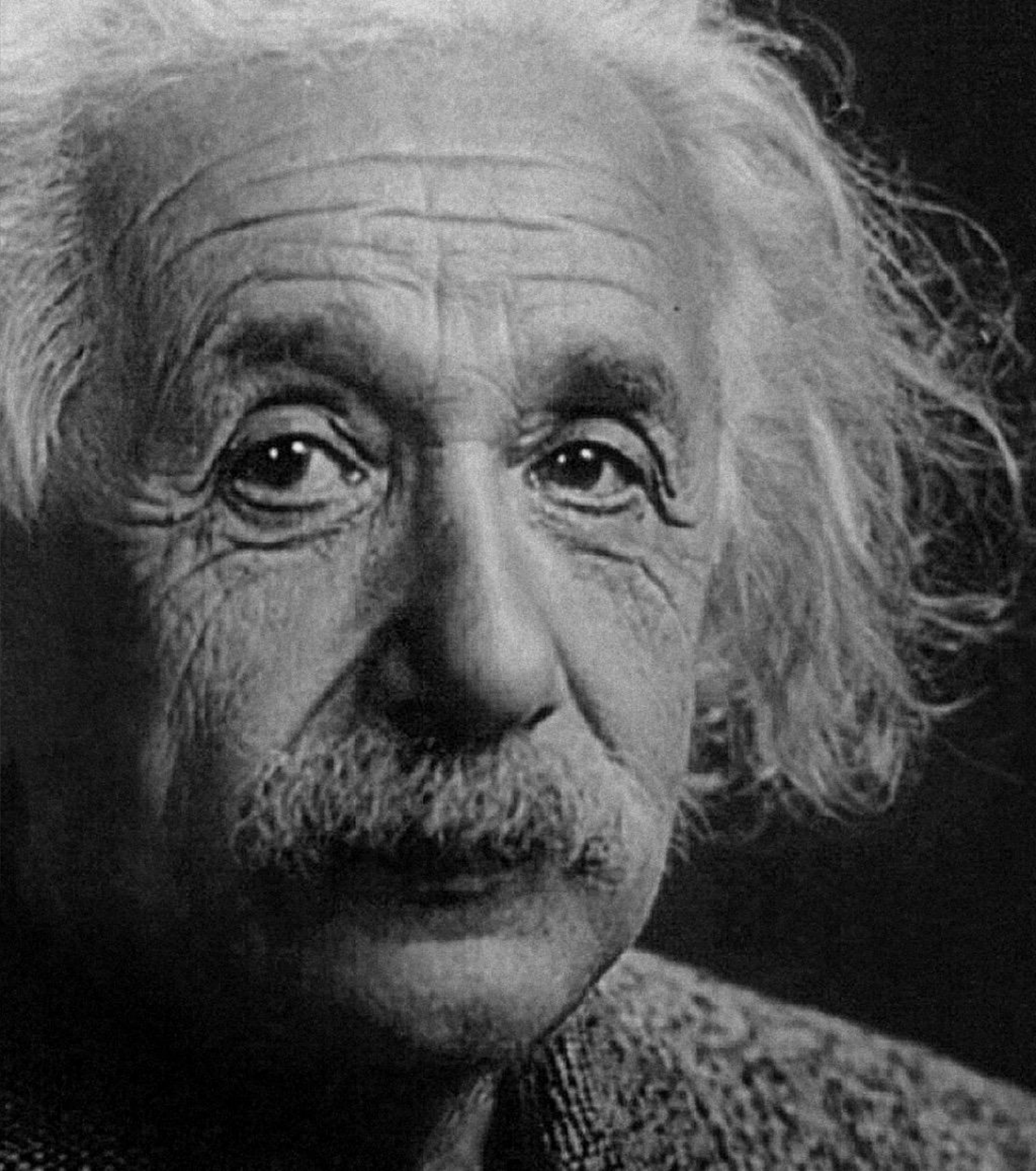
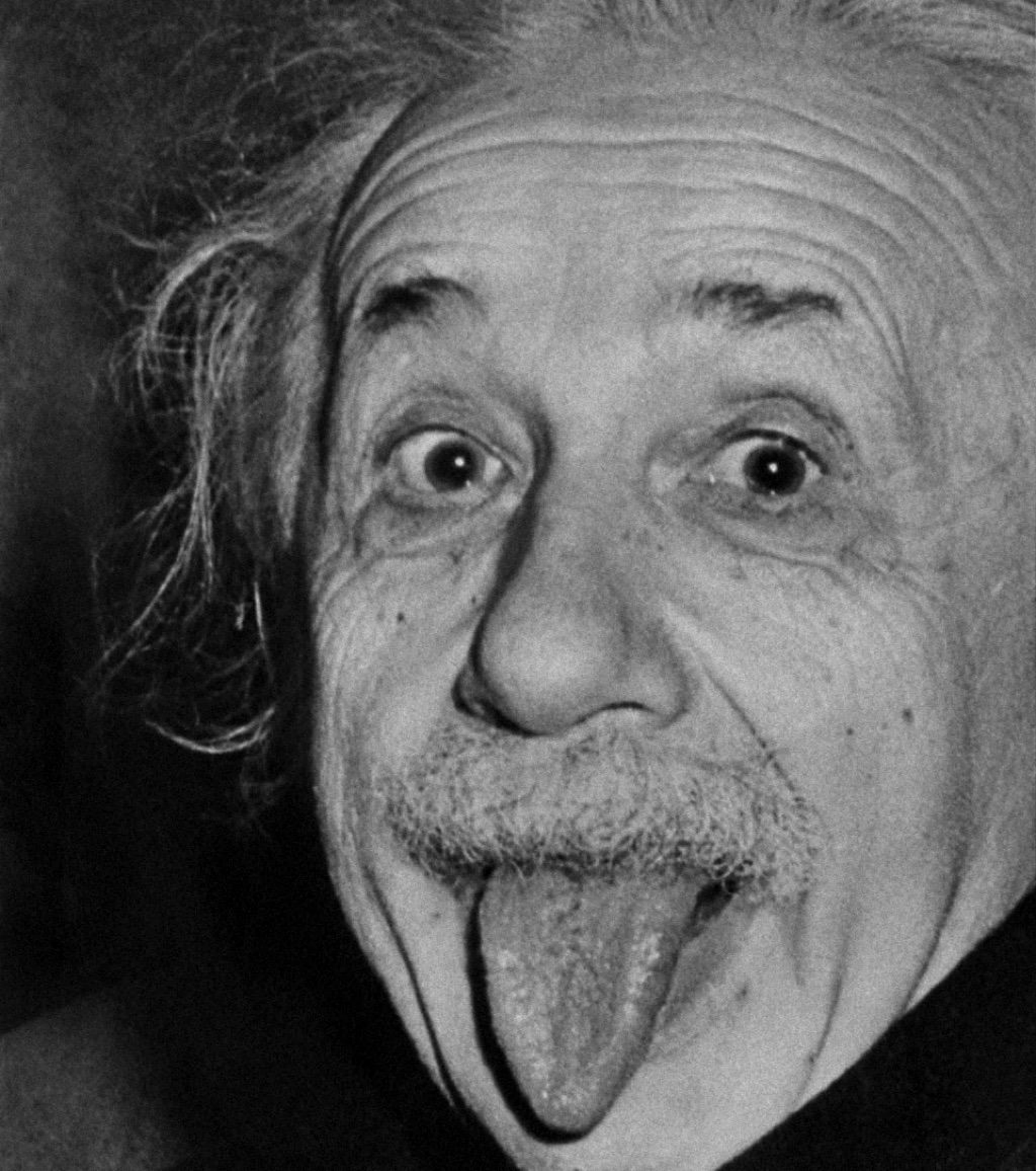
creativity | free spirit | passionate | yearning | sensuality |
roaring laughter | taste | movement | color | imagination |
art | love | sense | feel

presented by scott.a.clear

“We can’t solve problems by using the same kind of thinking we used when we created them.”

- **Albert Einstein**





INNOVATION STRATEGIES



I N N O V A T I O N S T R A T E G I E S

BIOMIMETISM / BIOINSPIRATION

Accelerating nature's solutions to advance the creation and development of nature-inspired products, services, and processes. We help to transfer ideas into working models, novel technologies, and breakthrough designs.

DESIGN ETHNOGRAPHY

Observational research and prototyping assures effective and relevant user experiences and is a key research method. Through such tools and activities as role-playing, simulation sessions with props and prototypes, and carefully designed situations that highlight particular qualitative aspects of engagement, researchers can gain an understanding of people's impressions, reactions and opinions which help create an emotional connection to the product or service.

DESIGN PSYCHOLOGY & BEHAVIOR

Better design through understanding - we combine a unique approach with our knowledge of human behavior and design theories to make design more effective and easier for people to engage with your products and services.

MATERIAL SCIENCES

Having a comprehensive knowledge of material science and an understanding of the role materials play in design development can be key to innovation. We support all of your phases of development from strategy to manufacturing support. Contextual understanding gives you the knowledge to make the right material and process choices, saving time and money.

PROTOTYPING

Reducing risk by simulating key value proposition throughout the process – understanding the best solution through doing or subjectively experiencing something. Rapidly testing ideas allows you to identify the things that have the biggest and most relevant impact. Proper and iterative prototyping strategies deliver practical insight quickly that would otherwise take more time to gather through traditional approaches. Typically created as Conceptual, Visual or Functional Prototypes but we also perform Experience Prototypes.



 **FreshRealm.co**

FRESH REALM

The start-up

Calavo and RFG Renaissance Food Group had capacity in their facilities they were looking to fill.

FreshRealm was founded in 2013 as a spinoff of Calavo Growers, which still holds a 50% stake. FreshRealm raised \$10 million in 2014.



FRESH REALM

Understanding the current ecosystem and user needs

SHADOWING PACKING TO MEAL PREPERATION & CONSUMER REACTION



To better position the FreshRealm technology and brand, the research team analyzed the current food production and delivery ecosystem; from growers, to pickers, to shippers and consumers.

From meal preparation, to visual identity reactions the research team went into consumer's homes to observe and co-create.

FRESH REALM

Defining insights through user testing

UNDERSTANDING CONSUMER AND ECO-SYSTEM PARTNER KEY TRIGGERS



Sam, 51

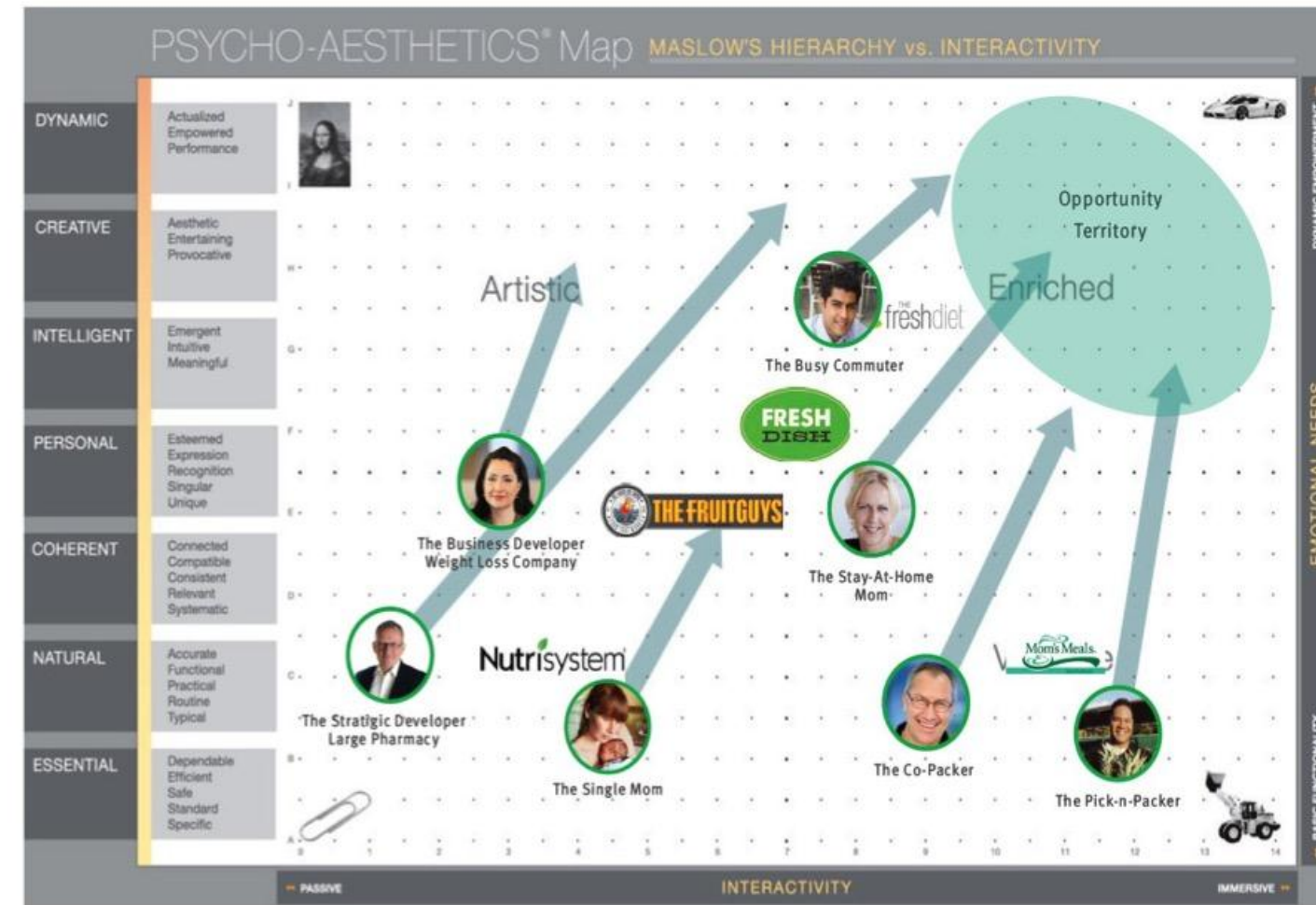
Occupation:
Plant Manager

Income: 125K

Status: Married
2 Children



MAPPING USERS AGAINST COMPETITORS



Understanding market issues

440%

**OF FOOD IS WASTED
IN AMERICA**



**FOOD IS
21% OF
LANDFILL
WASTE**

Understanding market issues

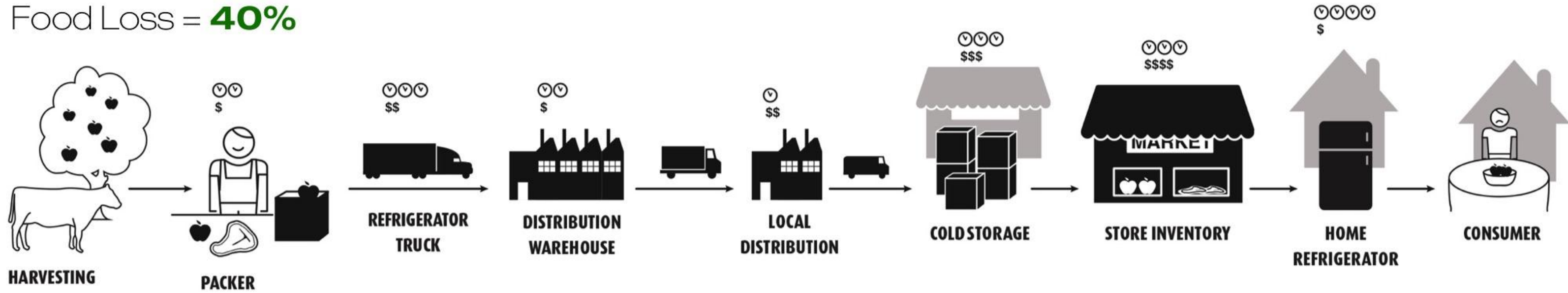
47 Million
AMERICANS ARE
FOOD INSECURE

THAT'S AS
MANY PEOPLE
AS LIVE ON THE
WEST COAST



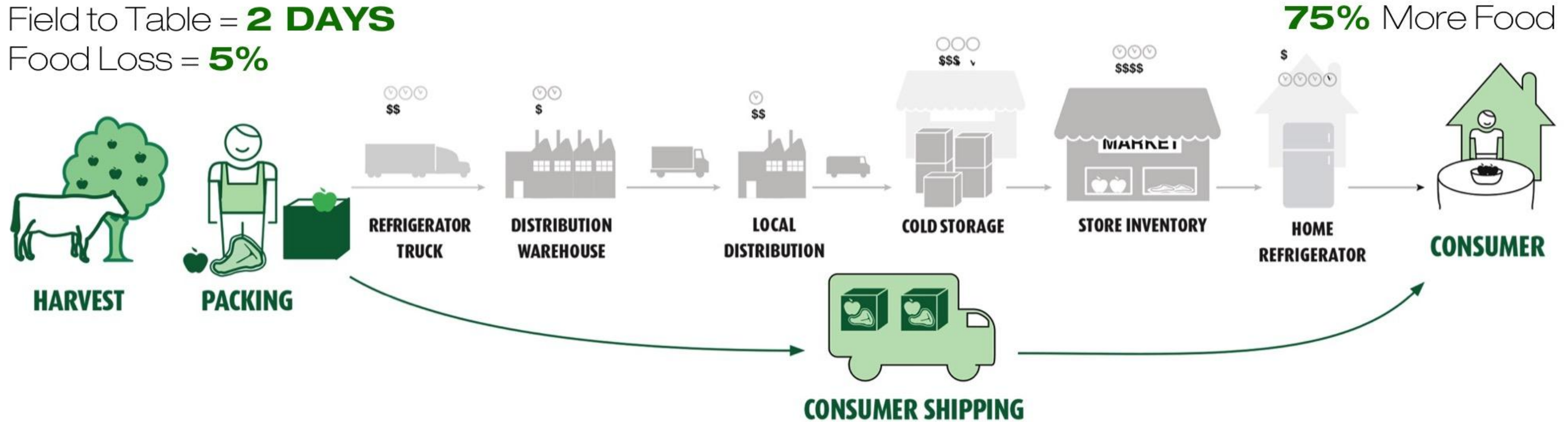
Field to Table = **10 DAYS**

Food Loss = **40%**



Field to Table = **2 DAYS**

Food Loss = **5%**



FRESH REALM

Farm-to-Table Overnight

The vision to create a reusable delivery system to enable direct to consumer meal kit market



We love good food & hate cardboard boxes

FRESH REALM

The Solution

Maintains less than 40 degrees for over 40 hours

Minimizes waste of materials used with the current methods

Reusable for over 100 round trips (then recycled after life)

Ships round trip for \$11 in a 17" cube

Goes from the field to your table in less than 2 days

All of your delicious and fresh ingredients come fully prepped

Meals based on the time you have from 3 or 30 minutes



We love good food & hate cardboard boxes

FRESH REALM

The Market

The meal kit delivery service has rapidly expanded to a **\$1.5 billion** industry and experts predict that number to double in the next few years.

Currently, there are approximately 170 companies involved in the meal industry



We love good food & hate cardboard boxes

FRESH REALM

The taste makers! – Instant commercial success



Apple Dippers with Yogurt and Granola

a Ready to Eat snack by FreshRealm

\$4.50/serving

ADD 1



Roasted Ratatouille Pasta

a Heat and Eat meal by FreshRealm

\$9.50/serving
\$19.00 for two

ADD 2



Suja Uber Greens

a Ready to Eat beverage by FreshRealm

\$4.00/serving

ADD 1



Vegetarian Burrito Bowl

a 15 Minute meal by MOMables

\$11.00/serving
\$22.00 for two

ADD 2



Omega Turkey Sandwich

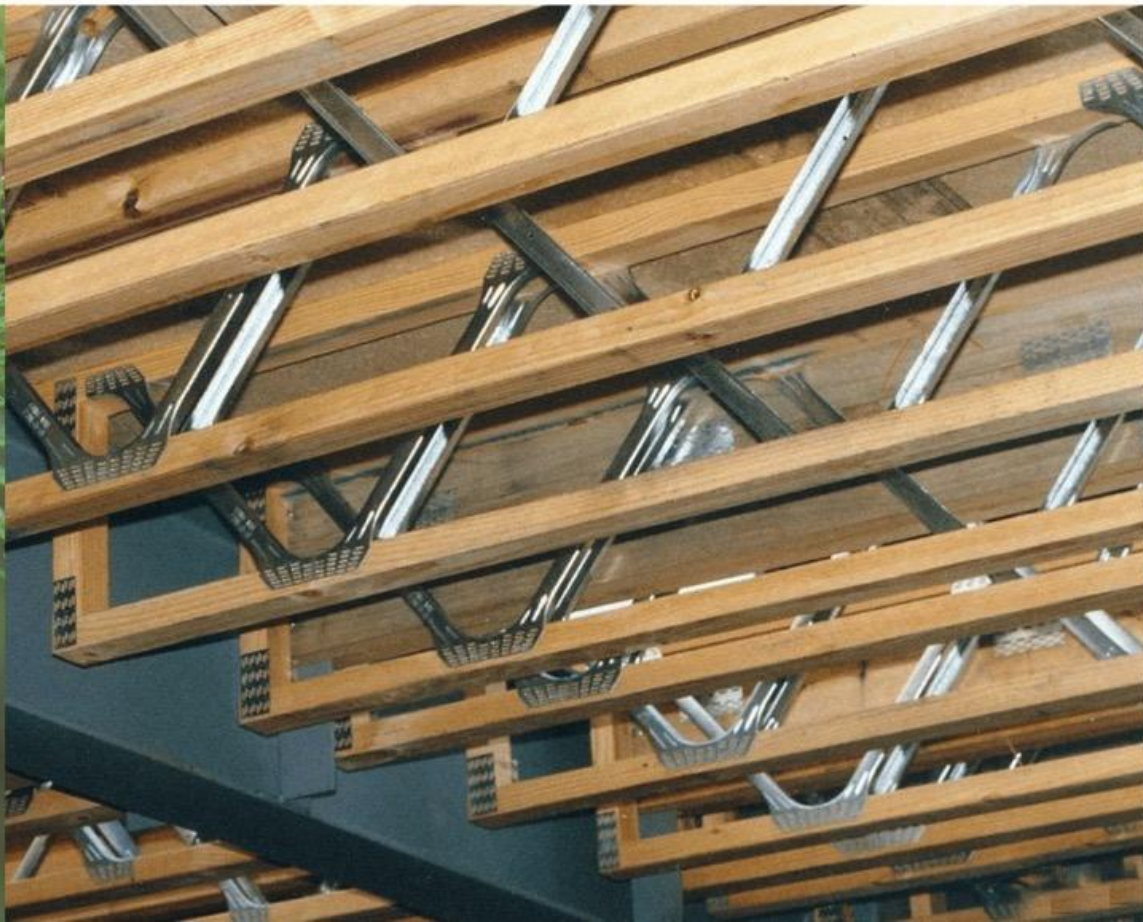
a Ready to Eat meal by FreshRealm

\$4.00/serving

ADD 1



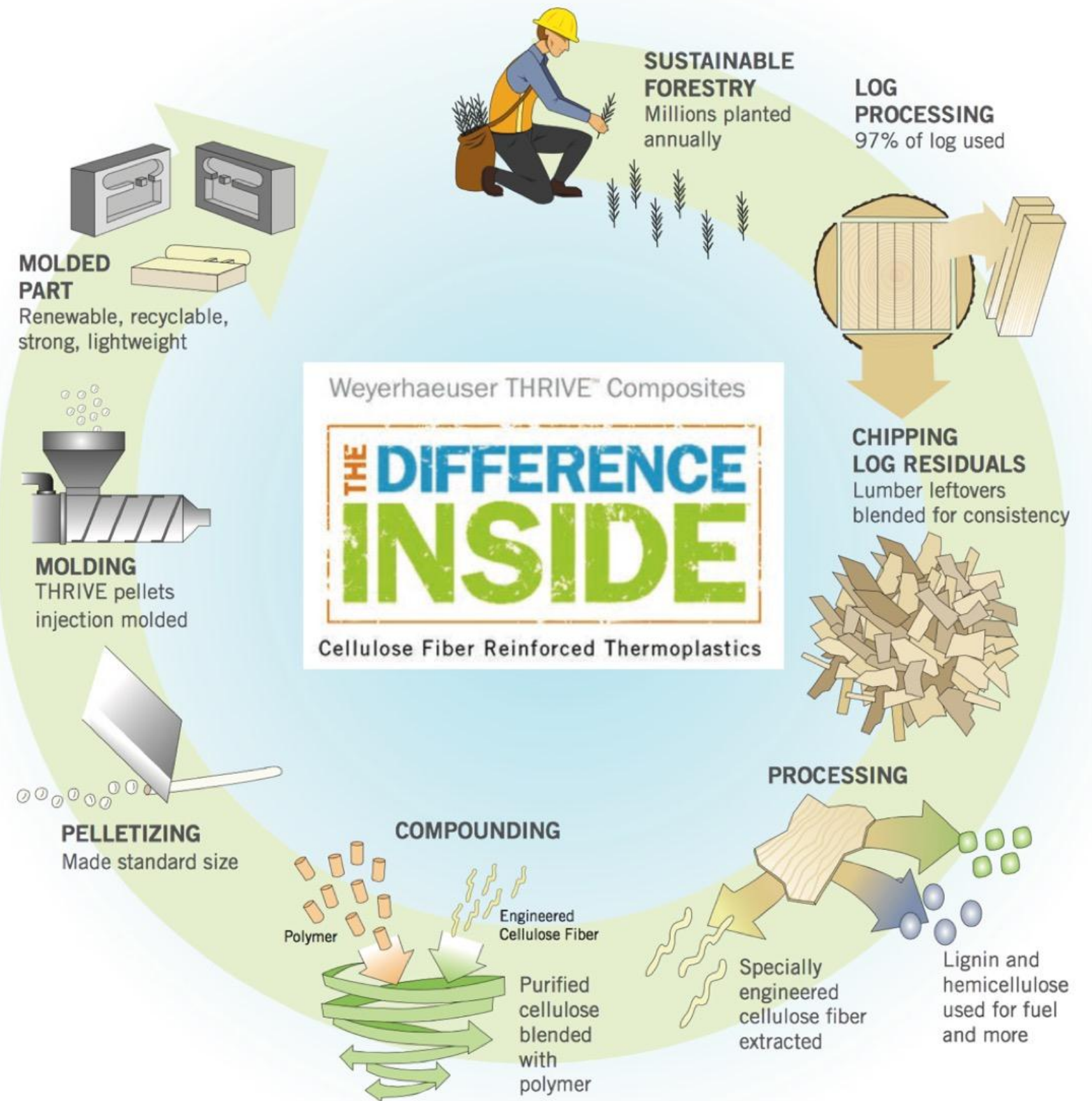
Weyerhaeuser



THRIVE

Weyerhaeuser THRIVE composites are cellulose fiber reinforced thermoplastics.

Cellulose fiber is one of the most common organic compounds on the planet, cellulose fiber is also one of the world's most useful natural materials. Found in most plants, it is the main component of cell walls and gives wood its remarkable strength and resilience.



WEYERHAEUSER

It's all about life!

Just one of 63 million trees
planted each year



WEYERHAEUSER

Over 33 million acres of timberlands

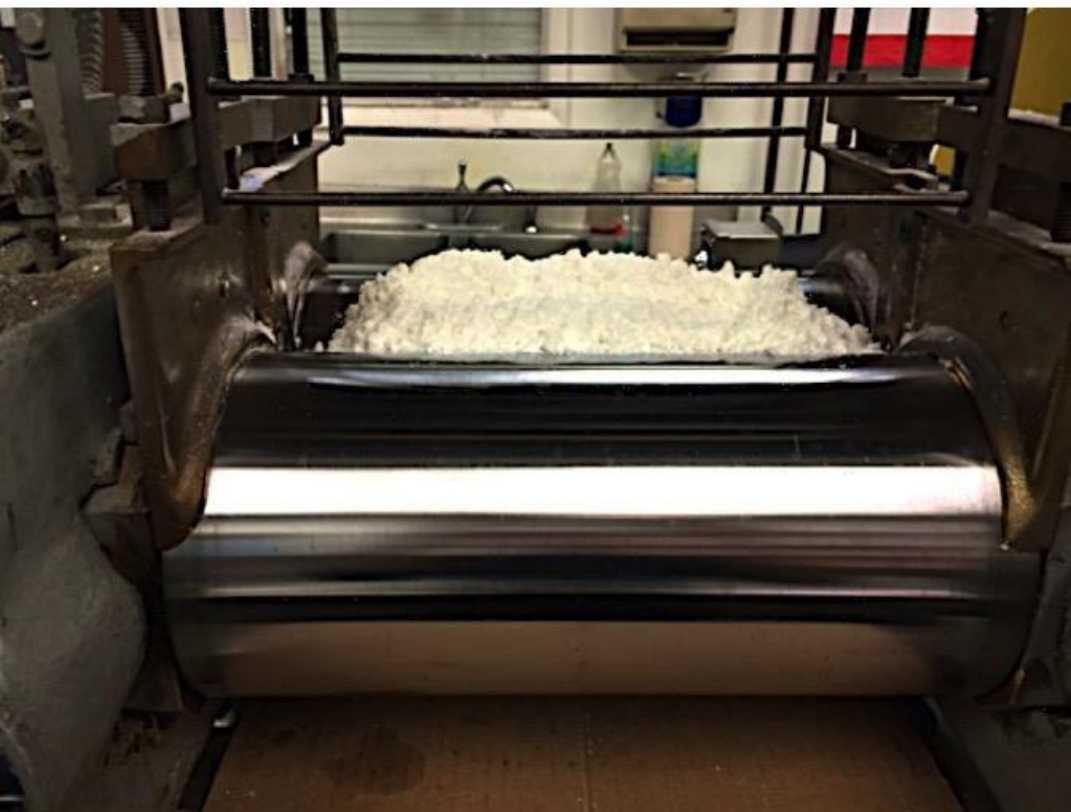


A glass jar filled with white perlite and a small green plant. The jar is the central focus, with a layer of white perlite at the bottom and a small green plant growing out of it. The background is blurred, showing another similar jar.

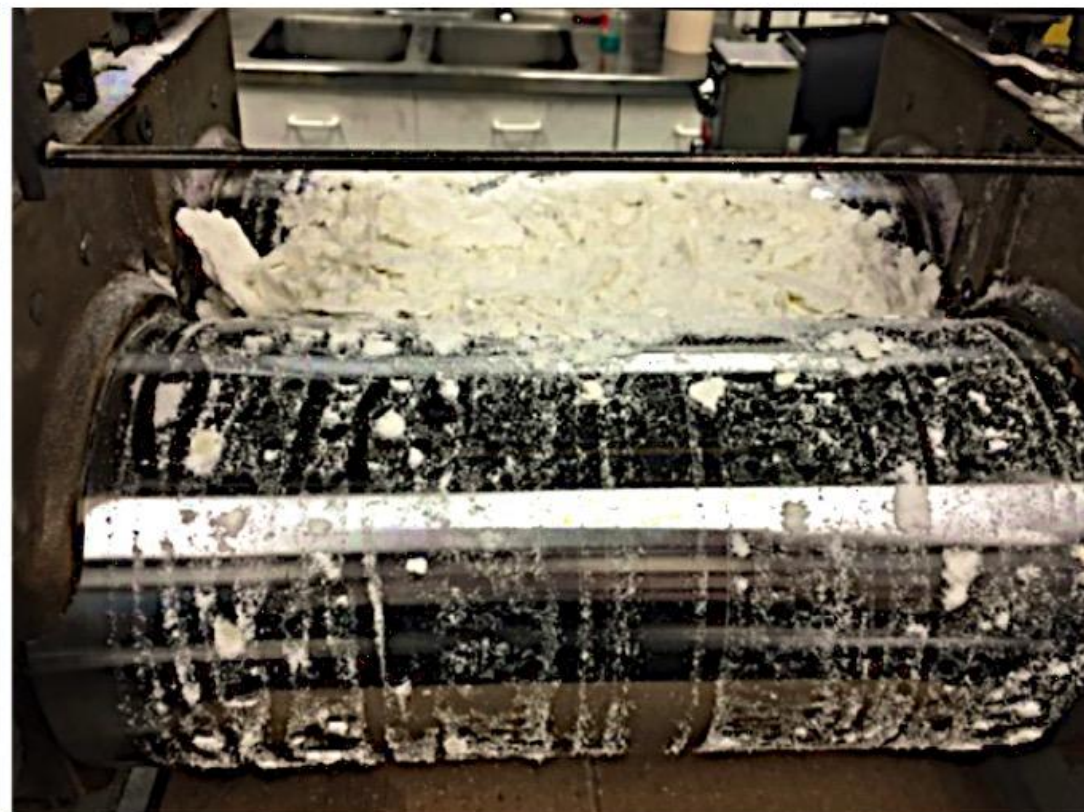
 Weyerhaeuser

THRIVE
the difference inside

THRIVE cellulose trials



0 min.



1-10 min.



10-20 min.

formulation = THRIVE + cellulose acetate propionate

THRIVE cellulose trials



20-30 min.



40-50 min.



50-60 min.

formulation = THRIVE + cellulose acetate propionate

THRIVE cellulose trials



THRIVE + CAP running successfully on the production extruders



smells just like money

THRIVE cellulose trials



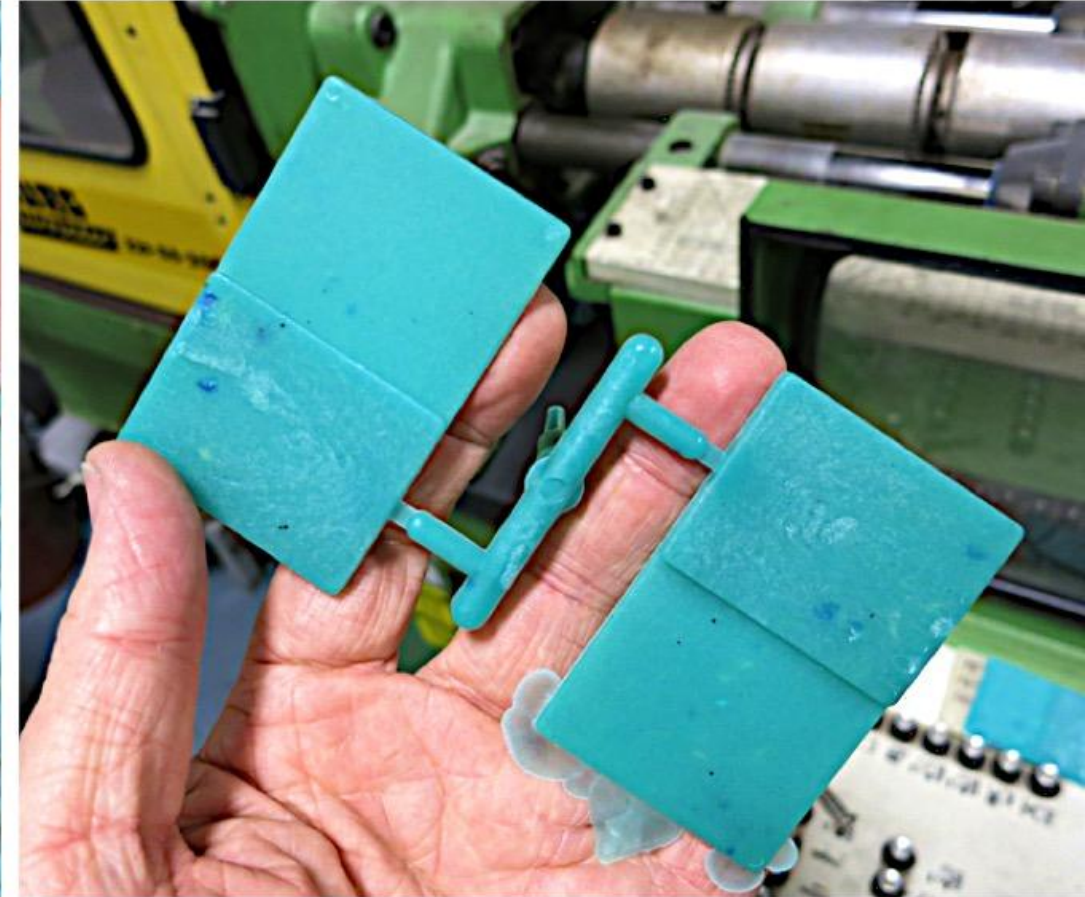
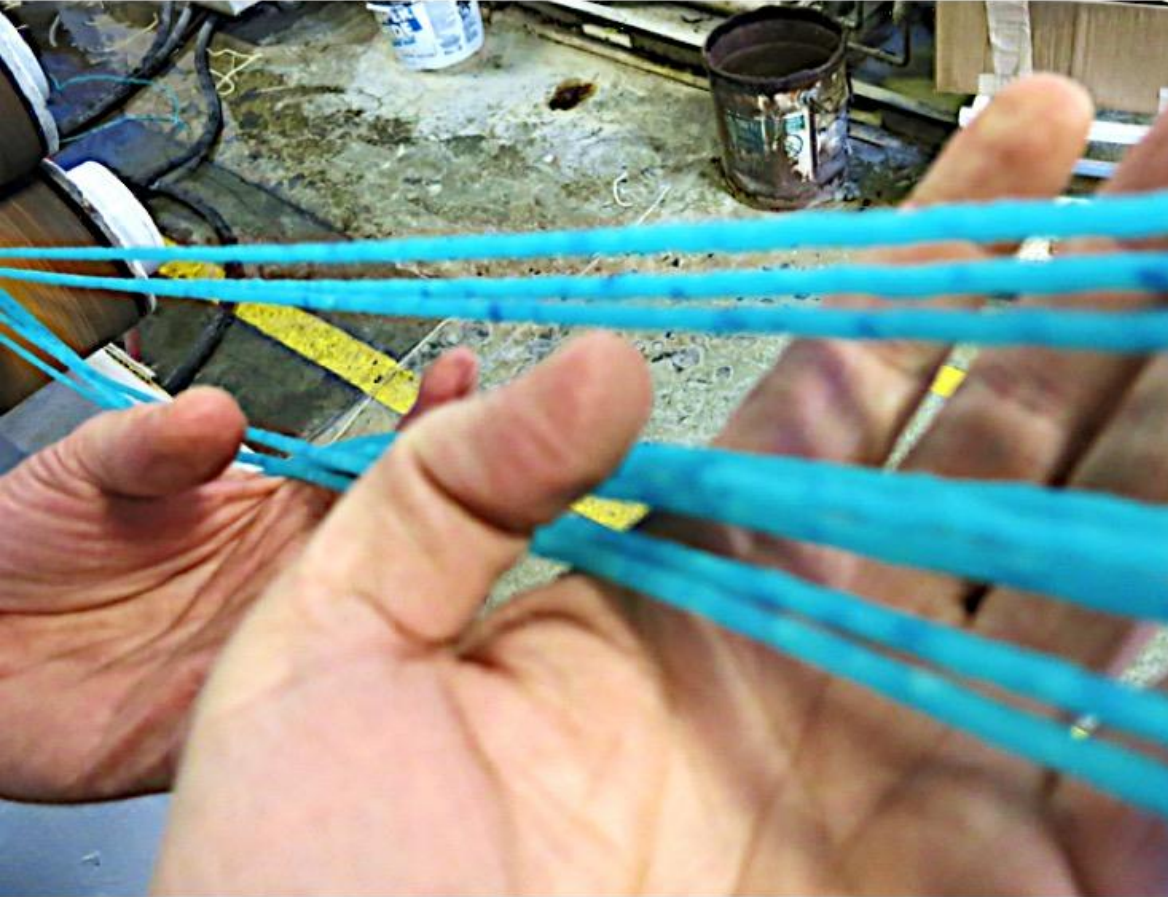
yep... just like money

THRIVE cellulose trials



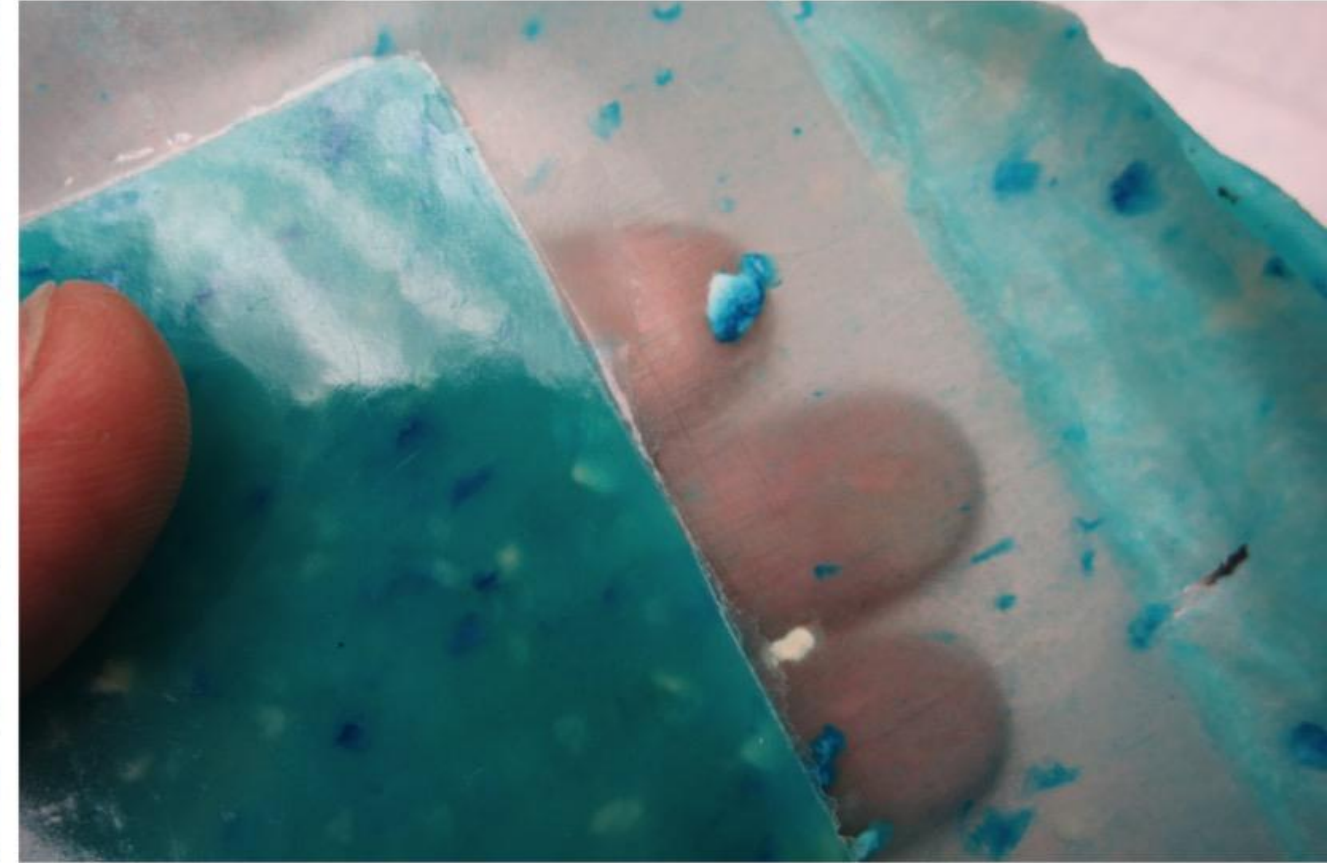
THRIVE + CAP running the color test successfully... but what if?

THRIVE cellulose trials



THRIVE fibers are sprayed with water soluble dye
(up to 60% reduced cycles times)

THRIVE cellulose trials



dyed THRIVE fibers explored for unique aesthetics

RKS guitars

Music has changed the world for so many and it's a universal language that crosses all culture and borders. Guitars are symbolic of much more than music, they represent the ability to connect to people emotionally.

RKS designed a guitar that enhances on the traditional guitar's shape, ergonomics, tone and aesthetics to improve guitar players' experience while using only renewable resources.

BusinessWeek magazine featured a neon green RKS "Pop Series" guitar on the front cover of its July 2005 issue, in celebration of RKS Guitars' two IDEA awards.



RKS guitars



An award winning guitar celebrated by legendary musicians

RKS 10th year anniversary diamond edition



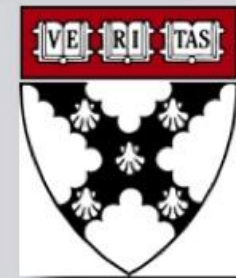
Hand-building twelve unique one-of-a-kind guitars

RKS 10th year anniversary diamond edition

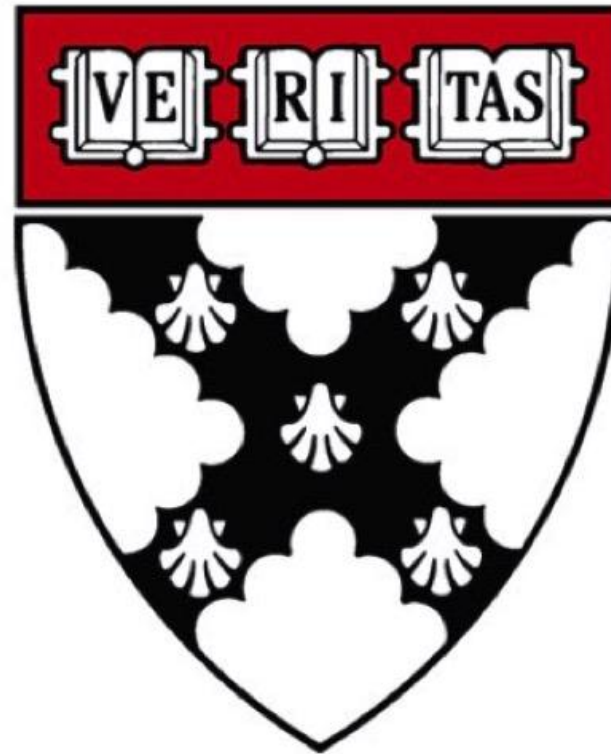


Michael "**Fish**" Herring - testing out the prototype

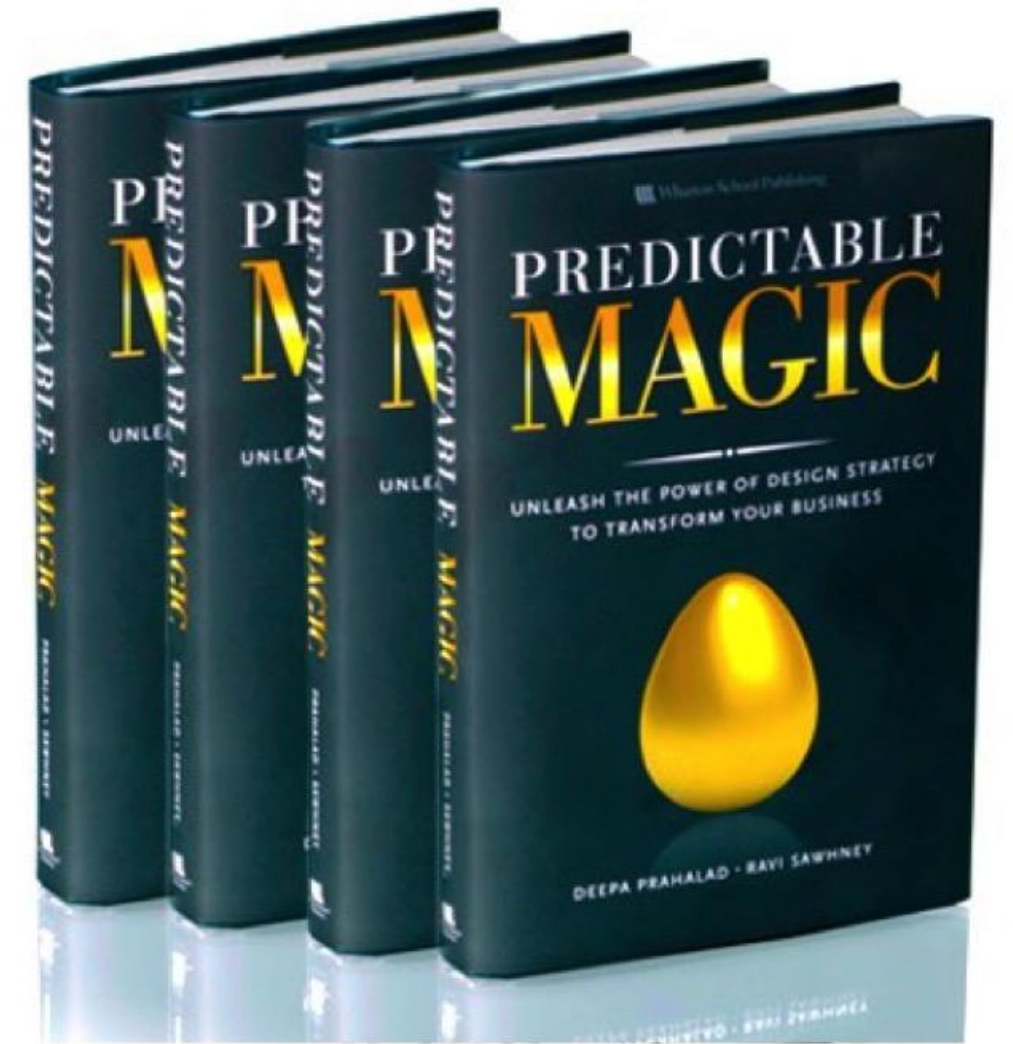
RKS teaches, lectures, mentors and advises



RKS Harvard Case Study, Harvard Exercise & Business Book



HARVARD | BUSINESS | SCHOOL





“I’ve learned that people will forget what you’ve said...”



“I’ve learned that people will
forget what you’ve said...”

“people will forget what you did...”



“I’ve learned that people will
forget what you’ve said...”

“people will forget what you did...”

“but, they will never forget how you
made them feel.”

- Maya Angelou


```
objInfo:Object;  
id:file  
src:source:String;  
video:file:Date:String;  
bg_pic:Horizontal;
```

thank you

Scott Clear
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