



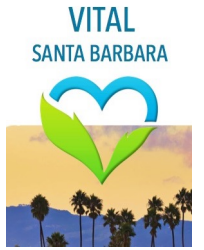
a platform to deliver breakthroughs for community health and wellbeing



# VITAL

## Santa Barbara





# Introductory Briefing



# **Our Community Vitality Challenge**

In two years to deliver measurable improvement in community health and wellbeing.



# Historic Inflection Point



Even as the virtual world becomes more connected, many people and their communities in the real world are becoming more fragmented, stratified, conflicted, and isolated.

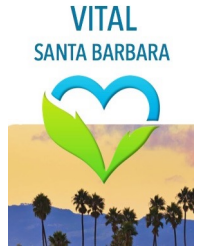
There is a breakdown of heart at every level of civil society.

We are at a historic inflection point: Breakthroughs in science and new technologies promise a new era of abundance, but it will not come unless we can discover how to use this knowledge with kindness, compassion, wisdom, and love.

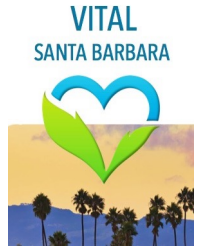




# Organizational Milestones: Building a Health Innovation Ecosystem

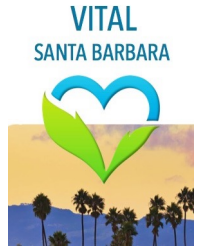


- Produce a near term Vitality Roadmap for Santa Barbara (April).
- Convene a meeting on “Philanthropy Going Forward” at Santa Barbara Foundation (April).
- Build a Health Innovation and Communication Platform and associated apps (July).
- Launch a Collaborative Innovation Challenge for early detection of amblyopia which is currently impairing learning abilities of 5% of Santa Barbara’s children (July).



# **Milestones: Building a Health Innovation Ecosystem**

- Begin delivering educational and mentoring curricula for all ages based on the neuroscience of wellbeing and “big heart intelligence” (August).
- Host a conference in “The Eye/Brain Connection—Faster Cures for Neurodegenerative Diseases” (Sponsor: California Neurological Association) (November)



# **Milestones: Building a Health Innovation Ecosystem**

- Detect amblyopia in 5% of the children in Santa Barbara as a result of the Collaborative Challenge in 2016.
- Make the Alzheimer's biomarker freely available to patients over 50.
- Conduct a Phase II trial of the neurotrophic implant for patients in risk of blindness from glaucoma.
- Create 100 new jobs for Santa Barbara's innovators in health.
- Empower 50 local physicians and other health care professionals and 500 patients in cutting bureaucratic red tape.



# Startup Budget



Vitality Roadmap (\$ 10,000)

Meeting on philanthropy (\$ 10,000)

Educational/mentoring program (\$ 75,000)

November Conference (\$ 75,000)

Santa Barbara Vitality Platform (\$ 500,000)

Social Impact Bond Offering (\$ 30,000)

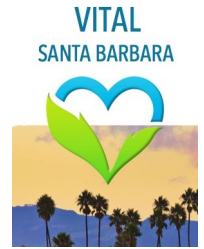
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Total: \$ 600,000





# Corps of Innovation



**Julian Gresser—  
Chairman, Alliances for  
Discovery**



**William Moulton—Board  
Member, CTO, Alliances  
for Discovery**



**Patricia Bader-  
Johnston—Board  
Member, Alliances for  
Discovery**



**Mark Sylvester—CEO,  
IntroNetworks**



**Susan R. Hansen, MD,  
Co-founder Physicians  
Advocacy Council**



**Scott Nope-Brandon—past  
Executive Director  
Lincoln Center Institute**



**Joan Sanger—Social  
Innovator**



**Ron Gallo—President and  
CEO, Santa Barbara  
Foundation**



**Ken Kosik MD—Harriman  
Professor of  
Neuroscience, UCSB**



**Kay Sprinkel Grace—  
Philanthropy Consultant,  
Author**



**Gabriel Gordon PhD—  
Director of Research, Cal  
Retinal Consultants**



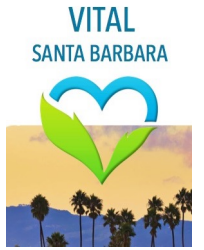
**Harry Brown MD—Founder  
of See International**



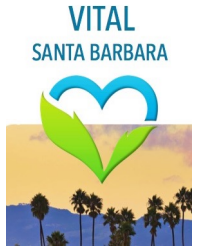
**Li Junfeng—Founder of  
Sheng Zhen Society**



**Steven Hosea MD—Director  
of Educational Programs,  
Cottage Hospital, Santa  
Barbara**

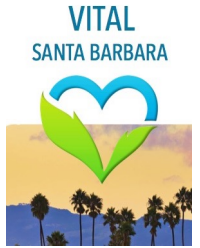


# Connectome Success Factors



# Roadmap to Success – Fundamentals

- Selecting and Building the Core Discovery Team (CDT)
- Restating the Explorer's Mission: Solve the problem (as refined) and turning the process into an opportunity for continuous personalized lifelong learning.
- Constructing the Explorer's Roadmap
- Constructing Participants Personal Explorer's Wheels
- Organization of Incentive Prize Program
- Creative Commons Legal Architecture and other open innovation modalities established.



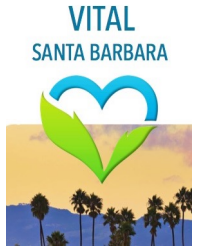
# Pathways to Breakthrough

- The solution already exists; the inventor/discoverer has been telling people about for many years, but no one was listening.
- Domain expert or team of domain experts finally finds a “solution.”
- CDP offers ideas and insights that trigger ideas and discoveries among domain experts.
- An unknown creative (genius) amateur surfaces with the solution.
- The Discovery Engine locates a “lead user” who has solved the problem in a remote application.
- The solution evolves incrementally, building one idea and insight upon another.



# Factors of Success

- Sharp definition and continuing refinement of the CDPs
- Well conceived, constituted CDTs supported by effective teamwork
- Amazing search engines gathering all available intelligence
- Powerful Discovery Engine applied with laser focus to the CDPs.
- Adequate funding, additional resources and leverage applied through strategic alliances.
- Enabling legal infrastructure (Creative Commons, etc.)
- Incentive prizes
- The “system” essentially becomes “alive.”



## Extension & Dissemination

- Insights, tools, and discoveries are broadly disseminated through the Expedition's Collaborative Intelligence & Innovation Network (CBIN/COIN) Platform.
- Creative Amateurs are identified, encouraged, and supported.
- Incentive Prize Program is announced and competition begins.
- Creative Commons and Open Innovation Program is vigorously promoted.
- Publicity Campaign with branded entertainment is also implemented (innovative public advertising and advocacy)
- First results, challenges, dead ends, discussed and celebrated



# Transforming Vision into Public Innovations

Over time the visionary community narrative is elaborated and refined. Breakthroughs are generated by the Explorers Wheel.

The portfolio of ideas, discoveries, and inventions become a valuable resource for policy makers and planners who can test and explore its potentialities through scenario modeling, simulation and gaming. The best solutions are transformed into new policies, programs, and initiatives.

These activities stimulate enhanced participation which further enriches the visionary narrative.







# The Market

The Platform applies universally to sustainable communities of all kinds and sizes.

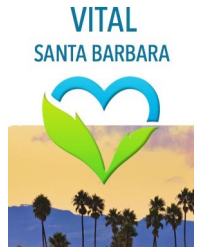
One clear application is communities seeking to take strategic advantage of the Longevity Economy, estimated today at \$ 7.1 trillion in annual economic activity.

The Platform will support Vital Heart connections of networked communities in the Longevity Economy everywhere.



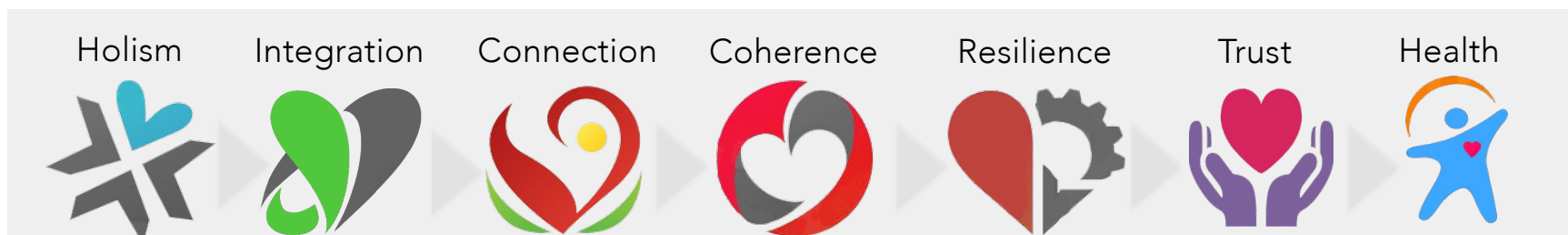


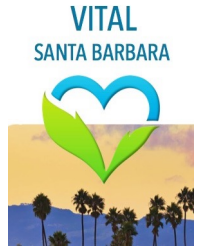
**Connectome**  
**Big Heart Intelligence®**  
**“BHI”**



# Big Heart Intelligence<sup>®</sup> Benefits

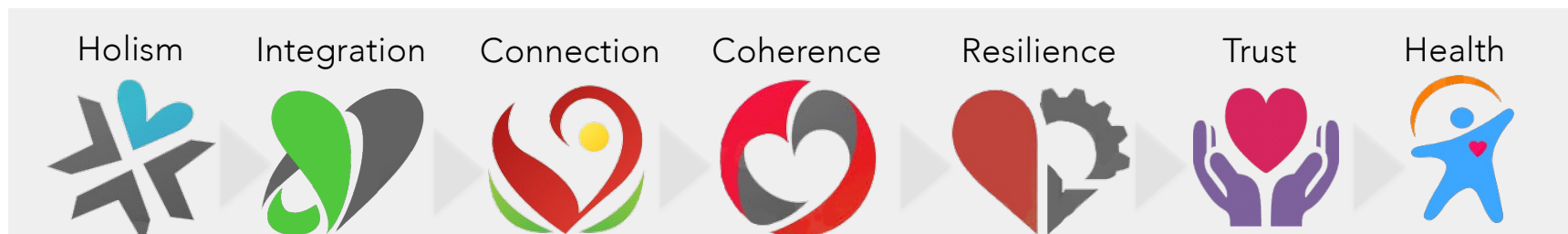
- **Holistic Intelligence** —enables senior managers to see the comprehensive Big Picture.
- **Innovation Integration** —optimizes neural capabilities along with wisdom, balance, courage, foresight, empathy, forbearance, and other attributes of the Heart.
- **Connective Awareness** —enhances connectivity with employees, customers, shareholders, allies, suppliers, financiers, and society at large.
- **Organizational Coherence** —increases pattern recognition and thereby peripheral vision.
- **Creative Resilience** —enables agile adaptation to change
- **Strategic Trust** —addresses the key challenge for effective collaboration.
- **Optimal Health** —improves organizational health, happiness, balance, vitality, openness, creativity, and stress response.





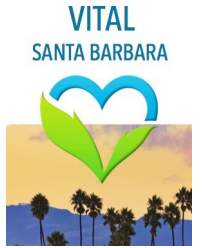
# Big Heart Intelligence<sup>®</sup> Deployments

- Leadership
- Strategy
- Change Management
- Collaborative Innovation
- Sustainability
- Negotiation and Advocacy
- Strategic Alliances
- CSR
- HR
- Conflict Resolution





# Big Heart Intelligence<sup>®</sup> Services



- **Corporate Audits and Diagnostics**
- **Vitality Quotient Surveys**
- **Strategy Consulting**
- **Business DNA Innovation**
- **Negotiation Systems Training, Team Building, and Coaching**
- **Customized Platform Development**
- **Best Practices Codex Development**



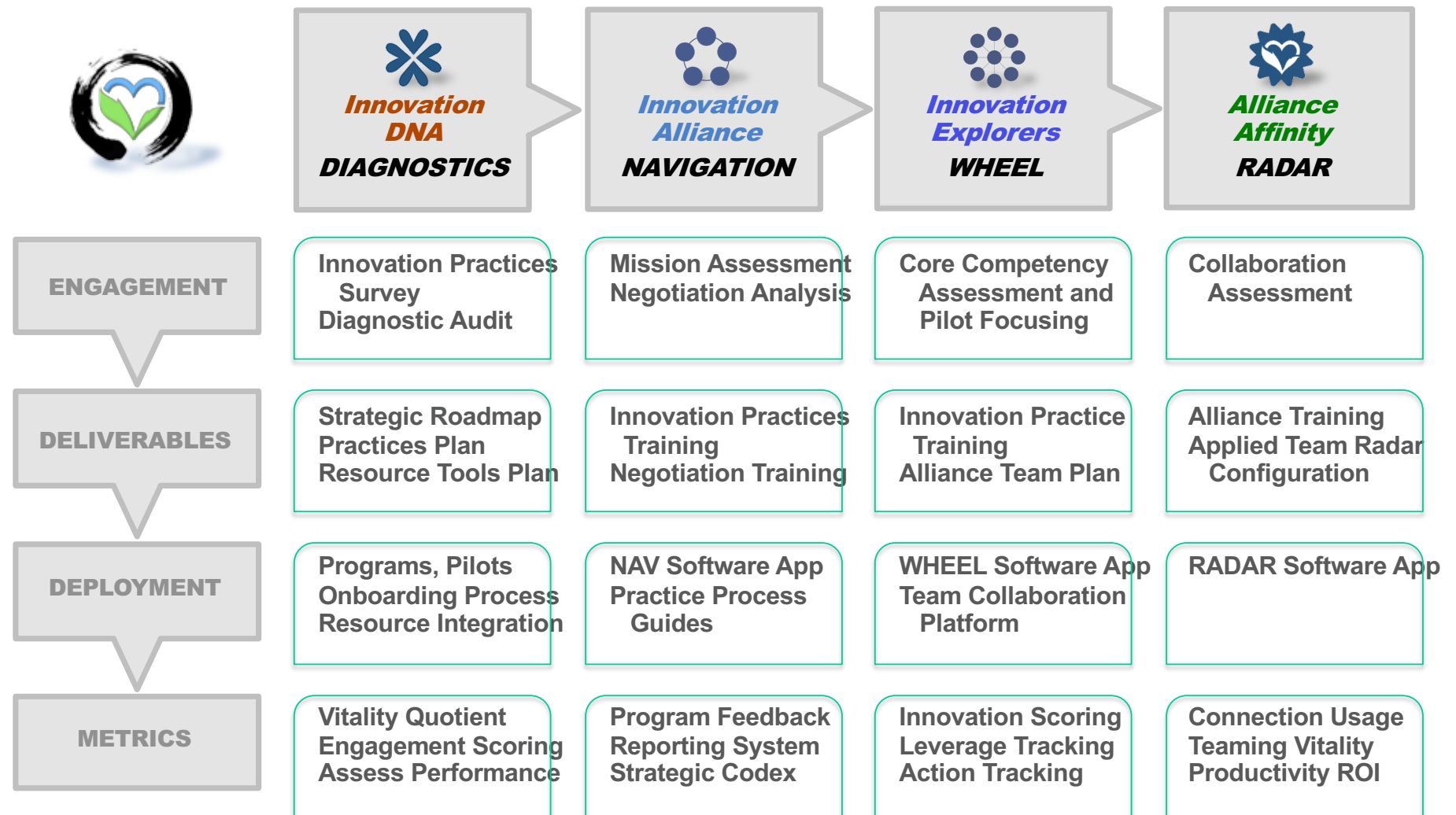
# **BHI Practice Platform**



Alliances for Discovery  
a 501c3 nonprofit organization

Big Heart Intelligence®

## AFD-BHI Collaborative Innovation Alliance Practice Matrix



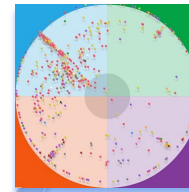
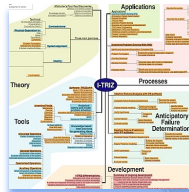
# The Health Bridge Connectome

## Accelerated Collaborative Innovation Services Architecture



**Intellectual  
Property  
Codex Services**

**I-TRIZ**  
Ideation  
International



**Visual  
Collaborative  
Matching  
Service**

**VME**  
IntroNetworks



**Crowd Sourcing  
and Negotiation  
Management  
Service**

**SPIGIT**  
Mindjet  
**NAVIGATOR**  
AFD



**HEALTH BRIDGE  
CONNECTOME**



**Teams, Projects  
and Trials  
Management  
Services**

**TEAMAPP**  
IntroNetworks

**CONFLUENCE**  
Atlassian

**OPENMEDNET**  
OpenMedicine



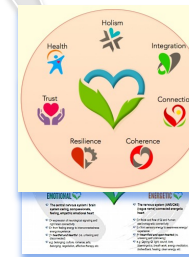
Webex

Microsoft  
Sharepoint

Twitter

**Collaborative  
Innovation  
and Discovery  
Services**

**EXPLORERS WHEEL**  
**SMARTFEEDS**  
AFD



**Big Heart  
Intelligence®  
Competency  
Service**

**BHI**  
**TRAINING**  
AFD



Stanford  
SNAP

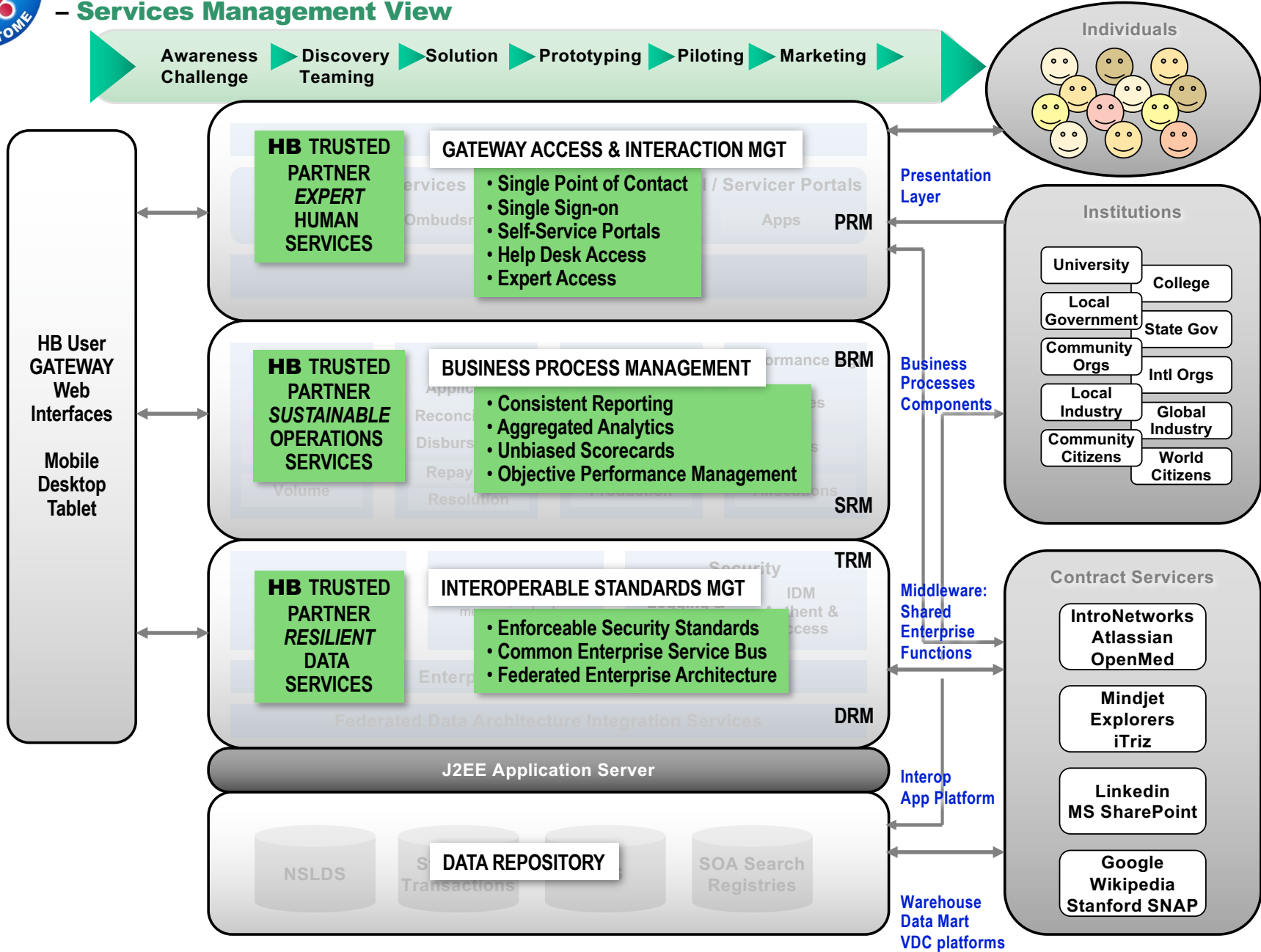
Wikipedia





# HEALTHBRIDGE: BIG HEART INTELLIGENCE® CONNECTOME Trusted Alliance Partner

## – Services Management View







# HEALTHBRIDGE: BIG HEART INTELLIGENCE® CONNECTOME Trusted Alliance Partner

## - Services Architecture View

**HB TRUSTED  
PARTNER  
EXPERT  
HUMAN  
SERVICES**

PRM\*

**HB TRUSTED  
PARTNER  
SUSTAINABLE  
OPERATIONS  
SERVICES**

BRM

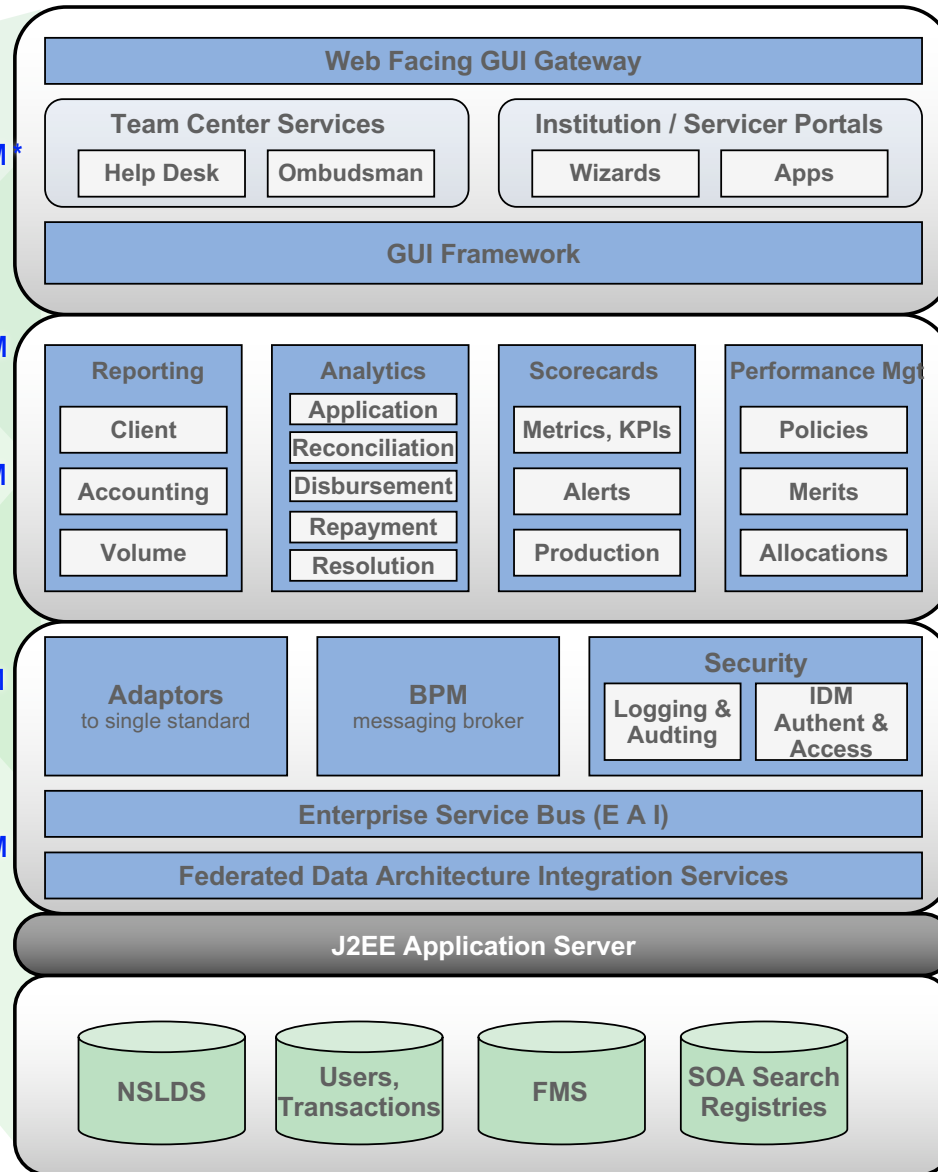
SRM

**HB TRUSTED  
PARTNER  
RESILIENT  
DATA  
SERVICES**

TRM

DRM

\* FEA Reference  
Model Centric



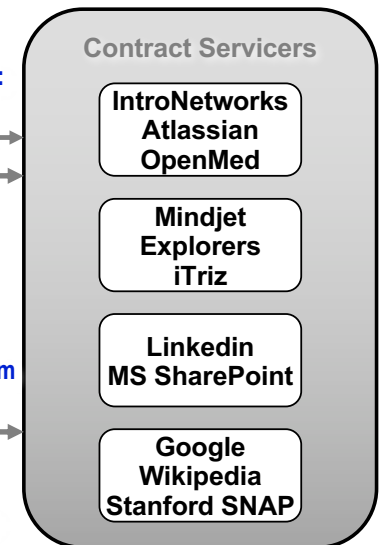
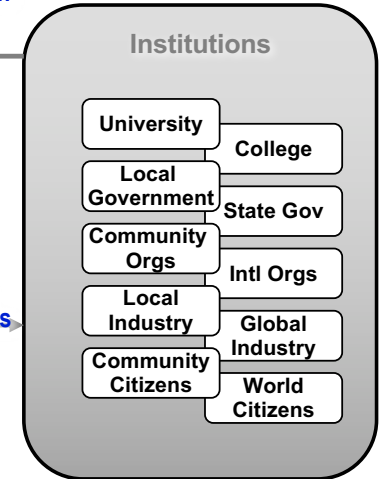
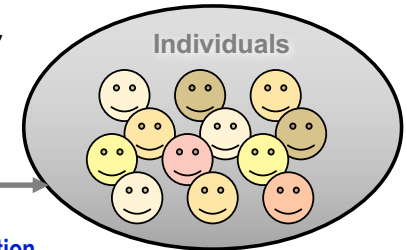
Presentation  
Layer

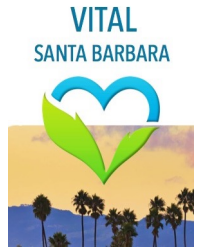
Business  
Processes  
Components

Middleware:  
Shared  
Enterprise  
Functions

Interop  
App Platform

Warehouse  
Data Mart  
VDC platforms





**To Evaluate How The Vital Santa Barbara Program  
Can Impact Your Business or Organization:**

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Julian Gresser, Esq., CEO  
Big Heart Technologies, Inc.**

**(805) 563-3226**