



# What distinguishes The i4 Center?

- Focus
- Features & Benefits
- Capital
- Frameworks
- Leadership

## Focus

There are many incubators and accelerators, and for good reason:

- **They speed up innovation** that would otherwise be done internally, burning lots of time and money, and usually resulting in incremental change. The industry-specific labs, such as Barclays Rise, or Standard Bank's incubator are examples. The sponsors get the first pick of the litter when it comes to innovation. Who does this? The most eager corporate sponsors are those concerned about their industries being disrupted by emerging technologies and business models.
- **They foster new ideas:** the physical spaces encourage coffee-break interactions that spur hand-crafted thinking. Corporate environments are rarely cool enough to do this... no matter how expensive the push-button coffee machine.
- **They allow entrepreneurs to focus on their products** by providing business and leadership support around apparently less essential areas... which turn out to be essential, after all.

That said, the focus of most centers is either:

- Industry-specific... furniture, farming, or fintech shops mentioned above: the focus is an industry.
- Technology-specific... such as green tech, clean tech or sustainability solutions, sometimes springing from a university. For decades, incubators have had a focus of commercialization government (think NASA-birthered) technologies or university IP
- Location-specific... such as Silicon Valley (doing whatever tech), or any of the other "valleys"
- Fund-specific... driven by the mandate of a particular pot of money.

The i4 Center is different. We operate with many of the "normal" features of other incubator/accelerators, and add to the mix:



- **Inspired Innovation™:** We love innovation, and we have learned to figure out the difference between “everyday innovation” and innovation that is inspired. In fact, we have an Inspired Innovation™ framework that itself comes from a dream, and it is designed to elevate inspirations to their highest possible plane.
- **Tackling Giants:** “Don’t just start a business, pick a fight.” This is what we tell would-be business leaders. Your company needs a purpose outside of itself. The i4 Center is a training ground for giant-fighters, not a club for nest-featherers. The i4 Center focuses on companies that want to tackle societal problems in a comprehensive and sustainable manner.
- **Spiritual Capital:** It takes many forms of capital to get from “Ah ha!” to “Ka-ching!” When your invention or idea is taking aim at a giant, you need more than cash and collaborators... you need spiritual capital. We know it, nurture it, and infuse it into our clients.
- **Aligned collaborators:** Any self-respecting incubator lists mentors or advisors and dangles the carrot of meeting these notables or, better yet, weaving your way into their networks. We also list Advisors... as you would expect. Where do we find them? The Institute, a Silicon Valley Think Tank, has trained over 1,000 businesspeople and worked with about the same number of executives in nearly 400 companies around the world. All shared the tools and methods of transformation encapsulated in the integrated writings and practices of The Institute.

## Features & Benefits

### *Integrated curriculum* All hangs together

- Participants get to know all drivers of corporate and personal impact, and it all hangs together: business, leadership, capital... you name it. We do not mix and match from random teachings. Our stuff has been developed over 20 years, and it works.

### *Cause-focused collaboration* Synergies, greater impact

- The i4 Center participants champion complementary causes. Egos are secondary to the greater good, so collaboration flourishes, sparking more innovation.

### *Long-term commitment* Weathering storms together

- Since i4C participants are not chosen on a whim—they have a mandate, not just a business idea—we stick with them through thick and thin.

### *Growing leaders with their vision* Founders stay with business



- Short-term investors are notorious for exit strategies regardless of the wishes of the company founders. We grow leaders with their companies.

### *Maximizing eternal impact*    **Broad R.O.I**

- Profits are important, and so is long-term impact. We aim to have an eternal impact... a high goal, but we give it our best.

### *Protecting investors & inventors*    **Empowerment, not exploitation**

- We believe is AND: inventors should win, AND investors should win. It is not an either-or game.

### *Mitigating greed*    **Rewards with accountability**

- Money makes funny: we don't just help people make money. We create wealth and build character.

### *Culture of generosity*    **Reinvesting in worthy pursuits**

- It is better to give than receive, so we are growing a cadre of givers who value generosity.

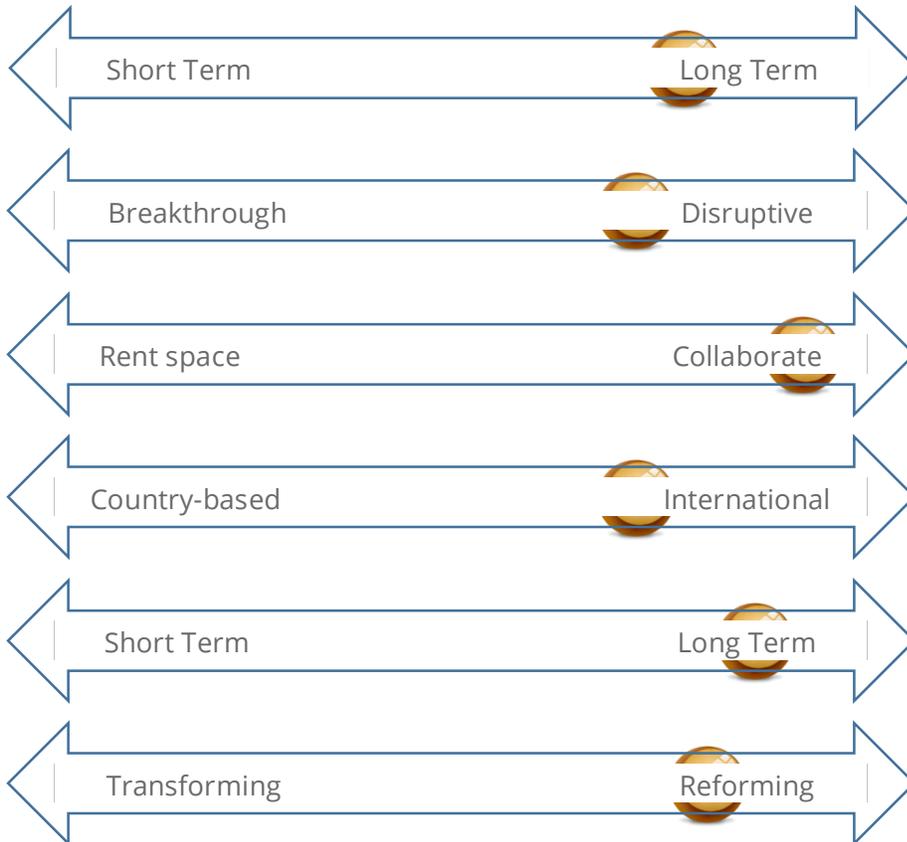
### *Strategic input*    **Discerning meta-trends**

- Our network of thinkers, sages and trend-spotters take visioning to the next level.

### *Beyond business-as-usual*    **Breakthroughs**

- We have no interest in just building another business: we want to see transformation. Sustainable transformation requires breakthrough.

## How The i4 Center is Positioned



Transformations is a long game; it takes time. While our clients do not all “live” in the incubator, we are on a journey together to help them discover and walk out a corporate calling or mandate.

## There is inclusion of “broad” Capital

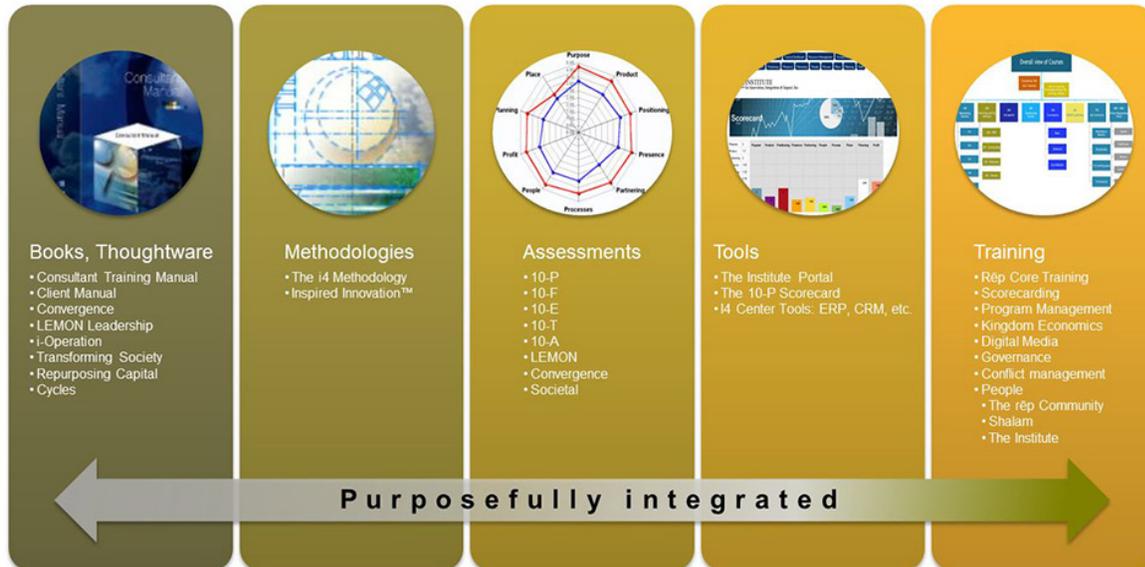
More than just Financial capital is required for business success, particularly if you plan to tackle a big challenge through the business. The i4 Center takes a more comprehensive view of the capital required for a business to succeed and aims to include the following forms of capital:

- **Financial Capital:** we do not provide capital directly, at this stage. We partner with a variety of organizations who invest in businesses that go through The i4 Center

- **Intellectual Capital:** we help entrepreneurs and organizations structure their IP in optimum ways, consistent with their purpose. We also refer them to legal and tax experts in our network.
- **Organizational Capital:** The i4 Center has a competence in helping clients build Organizational Capital and leader build their OQ, or Organizational Quotient. Having a great business or product idea is good, and it needs the right organization built around it. We do that.
- **Collaboration Capital:** Innovation seldom happens in isolation. It is a myth that ideas come “all at once and on my own” – usually they evolve as they are bounced around in incubatory environments.
- **Relational Capital:** Networks provide access to mentors, talent, markets and finance. The i4 Center draws on the **rēp** Community, about 2,000 people around the world.
- **Spiritual Capital:** not many speak of Spiritual Capital. For 35 years our founders have pioneered integration of all facets of life, and they bring the spiritual capital from that journey, plus their relationships with like-minded leaders, to the table.

## Frameworks in The i4 Center

The i4 Center provides an integrated framework that facilitates growth. Since The Institute is a key founder of The i4 Center, the thinking and management tools it has developed over the decades have been seeded into The i4 Center, and are used with clients.



## Leadership Development

The i4 Center believes that leadership sets the tone and direction of a company. The fact, however, is that many leaders do not know some key things:

- Life-purpose: why they are on the planet
- Calling: their mandate or life-work
- Identity: how they are wired; what type of leader they are
- Their heart... by which we don't mean the blood pumper or the one we pull out when watching romantic comedies.

Just as a human heart has four chambers, we have identified (and we therefore address) all 4 facets of The Heart of a Leader. Each leader has 4 quotients: intellectual (IQ), Emotional (EQ), Spiritual (SQ), and Organizational (OQ).



IQ is well understood: we all have IQ, and yet our brains can get rusty. The i4 Center has a deliberate curriculum, providing rugged intellectual constructs to increase the probability of success.

EQ... not as well known, but still well documented. Solid businesses need whole leaders. The i4 Center addresses this.

OQ... this is another story. Many inventors or founders of companies have a low Organization Quotient. Their drive to create, to start new things, to initiate has often meant that they have not

wandered around the halls of corporates that much, and if they have, they did not relish it. Our experienced Program Managers work with companies by augmenting, and then growing, skills.

SQ... businesses are more than just legal entities. The word *company* comes from two Italian words, *com* and *pan*, and means "those who gather around bread." Companies are collections of people seeking to meet needs with goods and services. They have heart, passion and a particular ethos. For decades we have tried to sterilize business of its emotional and spiritual content; a new generation of leaders is thinking differently. If your business is going to be a giant slayer, it will need Spiritual Quotient. Many of our principles are faith-based, and they have worked for hundreds of companies around the globe. They can work for you too.



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