



Special Packages for Corporate Entrepreneurs and Innovators

Sign up before Feb. 20, 2007 to receive the early bird rate. Contact us at info@exponentialedge.com to order

Bridges To Innovation™: Corporate Innovator Audio-Conference Series

This is a set of 10 monthly 45-minute to 1-hour audio conferences that will air between March and December 2007 at 12 noon PT.* The sessions will be recorded into a downloadable format for use on iPods and MP3 players for replay. Session topics are:*

March 12, 2007:	Creating Breakthrough Ideas: New Ways to Get Inspired
April 2, 2007:	Setting Up Your Idea for Success
May 21, 2007:	Selling Your Idea: Securing Funding and Support from Management
June 4, 2007:	Organizing for Success: Organizational Models That Will Help or Hinder Your Initiative
July 11, 2007:	Build a Winning Innovation Team and Offering
August 27, 2007:	Shoestring Budgets I: Leveraging Corporate Resources to Your Advantage
September 18, 2007:	Shoestring Budgets II: Leveraging External Resources to your Advantage
October 15, 2007:	Implementation: Techniques for Managing Corporate Inertia, Anti-Bodies and Politics
November 8, 2007:	Getting Heard Above the Noise: Bootstrapping your Success to the Next Level
December 4, 2007:	Good Things Don't Last Forever: Transitioning to Mainstream or End-of-Life

Bridges To Innovation™: Coaching for Corporate Entrepreneurs and Innovators

This consists of a set of personalized coaching sessions to work through your specific situation to get your initiative off the ground, or to energize it to the next level. Coaching is either in person or via telephone.

This service is helpful when you need:

- A sounding board to avoid politically "stepping on toes."
- To hone and prioritize your ideas
- A review presentations for maximum buy-in from management and peers
- Ideas on how to leverage internal resources more effectively
- To know when to stay in "stealth-mode" vs. needing broad-based support
- To ward off corporate "anti-bodies"
- To define a workable bootstrap plan for implementation
- To navigate implementation issues

* Topic and dates subject to change. Limited space availability for live sessions. Audio conference and MP3 is for one recipient only not for distribution or reproduction. Corporate licenses available. Telephone Bridge line is not toll-free. Participant will be responsible for their telephone charges. Bridges to Innovation™ is a trademark of Exponential Edge Inc. © 2007 Exponential Edge, Inc. All Rights Reserved



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Individual Sessions: Hear Individual Sessions (Select Any Sessions)

(Replay / MP3 version available if you are unable to attend)*

Session Value: \$55 per session

Early Bird Rate: \$43 per session

Save \$12 per session over 21% Savings

Package 1: Audio-Conference Starter – Hear the first 5 sessions

(Replay / MP3 version available if you are unable to attend)*

Package Value: \$275 for first 5 sessions

Early Bird Rate: \$205 for first 5 sessions

Save \$70, a 25% Savings

Package 2: Audio-Conference Series – All 10 sessions

(Replay / MP3 version also available)*

10 Conference Series Value: \$550

Early Bird Rate: \$395

Save \$155, a 28% savings

Package 3: Kick-Start

3 Audio Conference Sessions of your choice (3 sessions live or MP3*)

2 hours of Entrepreneurial Coaching (*In-person Bay Area only or telephone; in-person 2-hour minimum; phone 1-hour minimum. Limited slots available for this package.*)

Package Value: \$1,165

Early Bird Rate: \$ 827

Save \$338, a 29% savings

Package 4: On-Ramp to Innovation

Conference Series (all 10 sessions live or MP3*)

4 Hours of Entrepreneurial Coaching (*In-person Bay Area only or telephone; in-person 2-hour minimum; phone 1-hour minimum. Limited slots available for this package.*)

Package Value: \$2,388

Early Bird Rate: \$1,805

Save \$583

Early Bird Prices valid until February 20, 2007