

**IN-NOVA.1 Operational Plan**  
**Updated: December 2021**

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## **IN-NOVA.1 Structure**

IN-NOVA.1 is set up as a syndicated network, located strategically: politically, geographically, and based on need. Network locations are Oswego, New York, USA; Vilnius, Lithuania; Doha, Qatar, a Chinese city yet to be determined; and Panama City, Panama.

## **Operational Plan Overview**

The Latin translation of NOVA is a newly visible star. The IN-NOVA.1 team believes this meaning symbolizes the entire project as a new star in a new world ecosystem. IN-NOVA.1 represents a reimagined model for economic development which embraces a new meaning of sustainability by breaking down traditional dichotomies that exist in current business to ultimately jumpstart financing through a flexible and appropriate model for economies in need. The IN-NOVA.1 project is one that can be easily replicated and transferred to other markets.

IN-NOVA.1 will integrate the best of Eastern and Western philosophies which foster creativity where each unit of the company is organized as a team to better each other while also keeping reciprocal relation to the organizational whole, creating ongoing feedback loops. The company will be structured with a flat organizational chart to empower employees to have more ownership and accommodate easier flows of communication and shortened time to market.

The company is structured as three levels of micro enterprises (ME): Transforming, Incubating, and Service. Each ME will be self-managed and charged with pursuing ambitious goals. The performance of these goals will be tracked, focusing on win-win value adds for the unit and the company.

Each ME will be organized into platform institutes: Energy, Wellness, and Communication. IN-NOVA.1 will be on the cutting edge of the current Fourth Industrial Revolution and will use the vast network of partners associated with the project to further blur the lines of the physical, digital, and biological worlds. This focus will be necessary to leap ahead of current legacy systems and increase efficiencies of the organization.



<https://blog.chainpoint.com/blog/triple-bottom-line-measuring-social-and-environmental-kpis>

Source:

## Project Design and Construction (Gilbane)

The IN-NOVA.1 project is to be built, and refurbished if/when needed, with the idea of sustainability, cohesion, energy conservation, and a holistic sense of community in mind. All buildings will be green (Platinum LEED certified) using recycled materials. The project will work as a controlled environment with renewable energy sources, air filtration systems, maximum sunlight exposure, and will incorporate the natural waterfront landscape in which it sits.



## **Space Allocation and Vision of Individual Departments/Entities Within IN-NOVA.1**

The size and scope of IN-NOVA.1 will house individual spaces and institutes with specific features to create sustainability within the project while continuing to keep keen eye on the outside environment. The departments will serve as individual entities, but encouraged to work with transparency in order to solve the greater problems of the facility and outside world. The space of IN-NOVA.1 will be used for the following:

- Energy Institute – Research, Development, and Commercialization
- Communication Institute – R, D & C
- Wellness Institute – R, D & C
- Community Support – Development
- Financial
- Hospitality
- Entertainment
- Education
- Retail

Below, we provide a brief description of the aspects of each department (with managed party):

**Energy Institute – Research, Development & Commercialization:**

*Researching new ways to create and use energy will benefit the facility and help other companies and industries realize renewable energy can be useful and cost beneficial.*

- New Materials. To Be Determined
- Consumer Energy Products. To Be Determined
- Export Orientation. To Be Determined
- Online Seminars. To Be Determined

**Communication Institute – Research, Development & Commercialization:**

*Dedicated to the research of human interaction beyond face-to-face meetings.*

- Global Commercial Intelligence Research. GREEN ROCK
- Interactive Data Center. EON
- Virtual Reality Laboratory. EON
- Security in a Service Network (SSN). GREEN ROCK
- Internet of Things (IoT)/Blockchain. GREEN ROCK
- Regional Wi-Fi. GREEN ROCK
- IoT Test Bed. GREEN ROCK
- Production, Broadcast, Studio, and Channel. Production Manager

**Wellness Institute – Research, Development & Commercialization:**

*Health and wellness will be an integral aspect of employees within the facility as well as a focus to help increase awareness of how wellness can create a more sustainable life.*

- Spa. ANYTIME FITNESS
- Fitness. ANYTIME FITNESS
- R&D Motion Lab. HEALTH WORKS
- Neuro-Muscular Movement Research. HEALTHWORKS
- Wellness Products HEALTHWORKS
- Diet To Be Determined
- Integrative East and West Medicine To Be Determined

**Community Support: (Local Advisory Board)**

*Support the local community and work in collaboration to help lift the lives around the project.*

- Idea Factory. IN-NOVA.1
- Commercialize Local Products. IN-NOVA.1
- Local Business Development. IN-NOVA.1
- 3-D Printing Seminars. To Be Determined

**Financial:**

*Creating financial opportunities not currently available to the community at large.*

- Credit Union. To Be Determined
- Bond Financing. To Be Determined

**Hospitality:**

*First-class facilities and service associated with a “tech resort” visited by a global audience.*

- 110 Luxury Apartments. INTERNATIONAL MANAGEMENT
- Michelin-Star Chef Restaurant. LE BONJOUR
- Year-Round Indoor and Outdoor Sports Facilities. IN-NOVA.1

**Entertainment:**

*Cutting-edge technologies focused on delivering the best product to people looking for a diverse selection of options for enjoyment.*

- Indoor/Outdoor stage and concert. ROADSHOW/PROMO WEST
- Immersive Theater – 4-D. ARUP
- Sports Gaming, Bar, E-Sports Facility. EDGE 7
- Outdoor Films and Virtual Reality Exhibitions. COSI

**Education:**

*Creating an environment focused on the minds of today and tomorrow using the latest breakthroughs in STEM teaching.*

- STEM Learning Centers. KINDERCARE
- Kids Space, Immersive and VR Aquarium. EON
- Interactive Exhibition Space. COSI
- Global Intellectual Network. Managing Partner
- Multi-Media/Multicultural Platform and Research. Managing Partner

**Retail:**

*A dynamic retail environment that is changing with the seasons and the latest trends to support visitors of the resort while still catering to the global audience.*

- Green and Ethical Luxury Brands. To Be Determined
- Pop-Up Stations. To Be Determined
- Kiosks. To Be Determined
- Virtual Retail Shopping. EON

**Overall Operational Management Philosophy**

The goal for IN-NOVA.1 management is to create an environment where employees feel engaged in their jobs and have pride in where they work. The management team will operate under the mandate to minimize job loss by finding good fits for employees best strengths. The goal is not to be a company that fires people, but a company that finds the best fits for all.

As for looking at the company as a whole the management team will also have focus on anticipating change at all levels of the business. This philosophy continues the previously mentioned aspects of transparency between departments and working to together for noticeable change. Members of management will not participate in “zero-sum game” type tactics. The focus on such tactics does not benefit the group as a whole. The focus should be on

making the entity better not only within the IN-NOVA.1 facility, but also for the world around it. The focus should always be on stakeholders and not just stockholders. Value can best be achieved by trying to create a business environment which maximizes the outcomes of as many parties as possible.

## Global Advisory Board

The advisory board is comprised of individuals who can strategically facilitate the progress of each IN-NOVA.1 location and its reciprocal integration. The members to date are:

- Yang Gang (Vice Director, CITIC Guoan), Beijing, China
- Ionna Elliot (CEO, Oryx Intelligence), Dubai, UAE, UK
- Oded Shenkar, PhD (Ford Motor Company Chair, Ohio State University), Columbus, OH
- Hu Zhengrong, PhD (Chief, China TV), Beijing, China
- Algis Mickunas, PhD (Professor Emeritus, Ohio University), Athens, OH
- Gary Kreps, PhD (Director of Center for Health and Risk Communication, George Mason University), Fairfax, VA
- Cui Yi (Secretary General, International Economic Commission), Beijing, China
- Bienvenito Augerta Hernandez, PhD (Executive Consultant to Central American Education, United Nations, and Ministry of Education), Guatemala City, Guatemala
- Zilvinas Sagaris (CEO, 3T Textiles, and Entrepreneur), Vilnius, Lithuania
- Sylvia Mickunas (Director of Operational Improvement, Ohio University), Athens, OH
- Elizabeth Cortiolillo-Gummere, MBA (Business Development for KinderCare and Champions Program), Mentor, OH
- Gwendolyn Rippey, PhD (Program Development and Strategy, Medical Center New Jersey), Newark, NJ
- Richard J. Catanise (Board Member, Panama-US Chamber of Commerce) Rochester, NY
- Qatar Board Member, TBA

## Employee Engagement

The focus of employees is to create an environment where one can live, work, and play. In order to create this experience for visitors, it must first be felt by employees. The management structure of IN-NOVA.1 will feature a non-hierarchical, flat company structure with employee stock options and a keen sense of corporate social responsibility to its employees and to the community it inhabits.

Studies have shown the share of employees who classify themselves as “unhappy” to be growing. It is a goal of IN-NOVA.1 to show employees they are valued. Value will be shown with high wages as compared to industry norms. Value will also be shown in the form of



comprehensive benefit packages unmatched for the area and the industry. Examples of employee benefits that will be offered are as follows:

- Health incentives for employees and visitors.
- An employee wellness program.
- Incentives for family health
- Generous 401k options.
- Employee Stock Option Program.
- Facilitate education for employees.
- Course tuition for employees.
- Daycare assistance.

Other assistance programs will be available as the project and community around it grows.

The goal for IN-NOVA.1 employees is to feel engaged in their jobs and have pride in where they work. The management team will operate under the mandate to minimize job loss by finding good fits for employees' best strengths. The goal is not to be a company that fires people, but a company which finds the best fits for all.

## **Sustainability**

The IN-NOVA.1 facility is to be a prime example of a self-sustaining, environmentally friendly design. The design is proposed to be a living building, constructed with green building materials, green roof, solar photovoltaic (PV) and other types of renewable applications, as well as providing drinking water and wastewater through rain and snow filtration. The building is expected to be self-reliant only consuming resources available on onsite, including EV charging stations. The heating/cooling, waste treatment, and water usage facilities will be self-contained within the larger facility. The facility will have the ability to create surplus energy and store such energy on site for future use or to be sold back to the community and/or the local distribution company (LDC). The sustainable design will be delivered by one of the most influential architectural firms in the world today.

While the building entity itself will be self-sustaining, employees will be encouraged to live the principles of sustainability by engaging in energy conservation. Conservation can come in many forms including walking, biking, ridesharing, shutting down electronics, digital documents instead of paper, and recycling.

## **Community Engagement**

The communities welcome the IN-NOVA.1 project, and in turn, the facility must always look to pay back the communities for their support. The facility will have many global focuses while also celebrating the indigenous history of the area and the people who call it home. The success of the facility should help prop-up the community and not take from it. This goal is achieved not just by enriching the physical landscape with the facility as a whole, but also by investing in the human capital in the area around it.

One aspect of engaging the community is to encourage participation in the entrepreneurial spirit IN-NOVA.1 will bring to the area. Citizens of the community will be encouraged to interact with the different “think-tanks” and incubators housed in the facility. The facility anticipates holding multiple seminars on entrepreneurship which will be available to the community.

New and exciting breakthroughs in technology achieved in the facility will be shared with the neighboring schools in order to help guide the next generation of leaders. IN-NOVA.1 will partner with local schools in order to provide resources and classes on STEM related items not currently available to the area.

Other examples of ways the facility will give back to the community are:

- Community Advisory and Connecting the Community to an International Audience.
- Community Green Energy Opportunities.
- Community Banking and Lending Through an On-Site Credit Union.

## Finance

The financial practices within IN-NOVA.1 will adhere to the concepts of “Triple Bottom Line” accounting (TBL). Unlike traditional views of financing using this method will not just focus on traditional “bottom line” accounting (the focus being strictly on profit and loss), but also incorporate social and environmental components. By weighing the three parts equally financial performance will be evaluated in a broader perspective.

The TBL focus will help IN-NOVA.1 keep all stakeholders in the company in perspective when evaluating financial results (not strictly stockholders). By looking outside traditional bottom-line accounting financially profitable niches can be better found that were normally missed (an example would be ecotourism). TBL also forces the company to look beyond the present time to anticipate conditions which will affect the company in the future despite short-term benefits (an example would be environmental deterioration of resources).