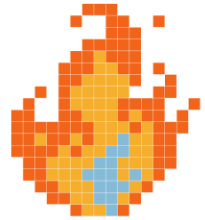
# 8-Bit Spark



## Innovation Catalyst

# What Does 8-Bit Spark Mean?

8-bit represents the power of simplicity.

Remember the unpretentious elegance of first-generation computer games? Not a single bit was wasted.

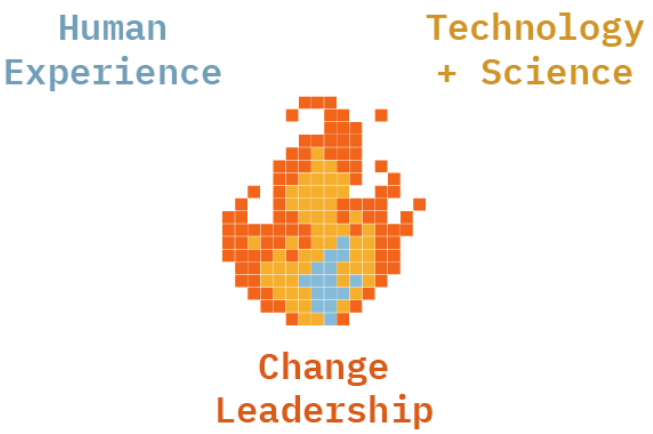
As creatives, 8-bit also pays homage to chiptune and the 256-color pixel art we love. That spirit of joyful simplicity and community embodies who we are and how we do what we do.

True innovation catalyses human experience, technology + science, and change leadership.

We work with kind, interesting, and creative people like you who want to monetize innovation.

**That's how we bring your ideas to life.**

## Our Approach

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# We Are 8-Bit Spark

Health systems need a lot of data and technology to manage patient care. Over 3 decades, Michael developed aptitudes in IT, Analytics, and AI.

Built and led a team of 80+ analytics professionals at Vancouver Coastal Health. Led the redesign of UBC Hospital as well as the prediction model relaunch of BC's Emergency Department (ED) Wait Times site. Served as Founding Chair of the Vancouver Analytics Board.

Avid musician, bird watcher, rock climber, BBQ pitmaster, and sailor.

## Michael Li

## Liz Hunt

An Aerospace Engineer who interned at NASA, Liz built expertise in mobile/web design, development, and testing over 3 decades.

Led the global redesign of the map within Google's ecosystem and relaunch of the Starbucks App. Grew the largest technology team to 35+ professionals at frog, a global creative consultancy. Delivered solutions for over a hundred clients including Disney Parks and LEGO Mindstorms.

Passionate about reading, sailing, cave diving, and flying.

**We're classically-trained technologists with cutting-edge knowledge.**

| | |
|---|---|
| **Adjunct Faculty + Arbor Award**<br>University of Toronto | **2 x Health Care Quality Team Award**<br>3M |
| **3 Design Patents**<br>Google | **Organizer + Design Facilitator**<br>MIT D-Lab's IDDS |

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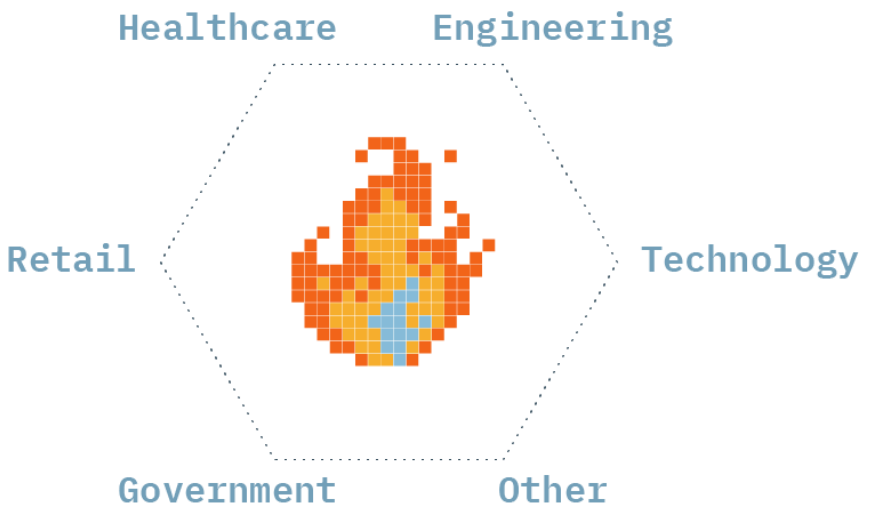
# Why Choose 8-Bit Spark?

**You need to innovate to compete.** Whether you're a product-based company trying to find the next big thing or a service-focused company wanting to improve your operations, you'll benefit from our:

- Fusion of product + service thinking that **brings your ideas to life via world-class solutioning and human experience design**
- Unique combination of strategic mindset and hands-on tech skills that **expedites your path to a cost-effective Proof-Of-Concept (POC)**
- Global network of diverse relationships from academia to private equity that **gives you access to the right people + funding to monetize your innovation**
- Co-creation approach that **helps you build capacity directly within your organization**

## Our Multi-Industry Expertise

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# Client Testimonial

## Spatial Sound Dynamics Lab

Mirko Vogel

Rob Calder

*“8-Bit Spark is absolutely incredible to work with.*

*A mesh of expertise like theirs linking so many parts of our technical, human, and scientific worlds is rare.*

*Without Michael’s and Liz's insights, our company, ideas, and products would not be anywhere near where they are today.*

*We love working with both Liz and Michael, and would highly recommend 8-Bit Spark to anyone who has complex problems to solve, interesting ideas to nurture, or a thirst to grow what they do beyond their borders.”*

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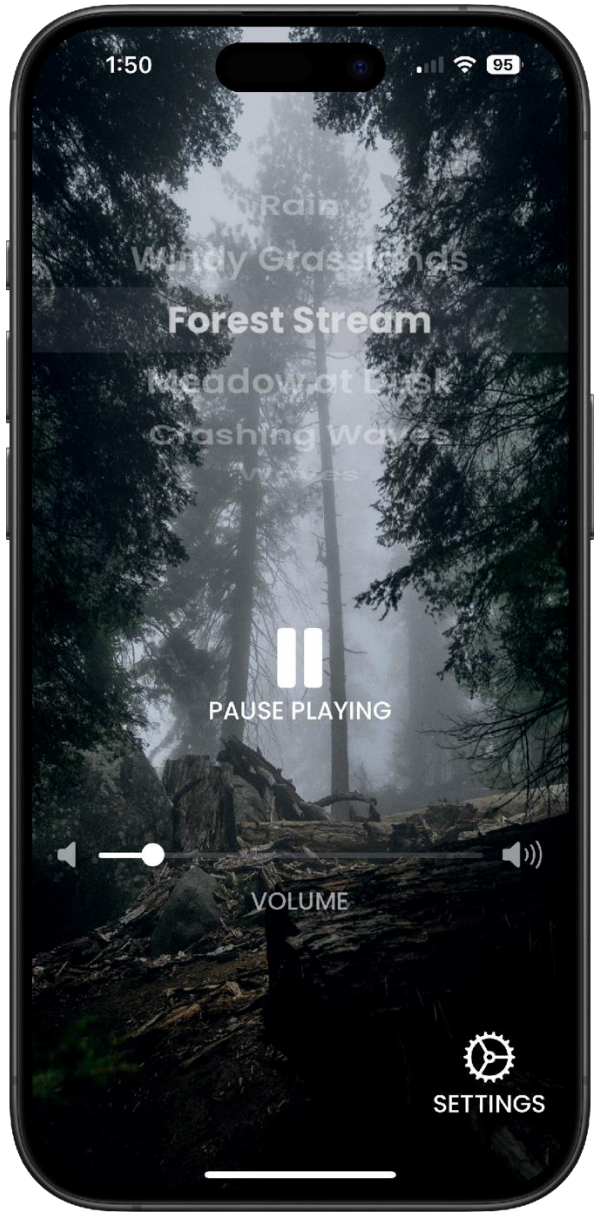


# Engagement Overview

## Spatial Sound Dynamics Lab

### Role

Fractional Leadership

### Description

Vaudeville Sound Group wanted to monetize existing assets and expand beyond the entertainment industry.

### Solution

We advised on the creation and licensing-based business model of a new innovation-focused subsidiary SSDL, then completed R&D and a Go-To-Market strategy for the healthcare industry.

### Result

Ongoing — Co-wrote a technical whitepaper. Led design, architecture, development, and QA of an iOS app and analytics solution. Enrolled therapists in a beta sound therapy program. Enabled engagement with a formal healthcare system.

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# Engagement Overview

## McElhanney

### Role

Coaching

### Description

McElhanney, a leading engineering and geomatics firm, wanted to strengthen their internal competencies in innovation and product management.

### Solution

Liz served as a judge in Advanced Research & Technology's inaugural 'Shark Tank'. We also facilitated 3 company-wide hands-on Product Management Workshops.

### Result

ART funded 6 winning internal innovation initiatives from the 'Shark Tank'. Their leaders, and other key employees, participated in our workshop and learned best practices.

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# Client Testimonial

## These Hands GSSE

Thabiso Mashaba

*“I had the honour and privilege of working with Liz when she was a Participant Experience Coordinator and Design Facilitator at IDDS Tairāwhiti 2024 (our hands-on International Development Design Summit in Tolaga Bay, New Zealand).*

*She is a great team leader with exceptional skills of unearthing and developing talents, and getting people to work together towards a common goal albeit their different skill sets and knowledge.*

*So, if you're looking for community engagement, community empowerment, skills and knowledge transfer, or getting teams to work well together, I highly recommend Liz and 8-Bit Spark.”*

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# Engagement Overview

## MIT D-Lab & These Hands

**Role**

Innovation Cycle + Coaching

**Description**

IDDS Tairāwhiti 2024, an international development design summit, co-created 6 technologies and businesses to improve livelihoods in 3 Māori communities in New Zealand.

**Solution**

Liz facilitated and participated in the '*Taniwha Connections*' team (who evolved a tool for monitoring deposited sediment in creeks, streams, and rivers) by providing a range of ideation, design, maker, and business support throughout the summit.

**Result**

Mentored multicultural team. Co-created tool. Streamlined and digitized data collection. Advised on implementation plan.

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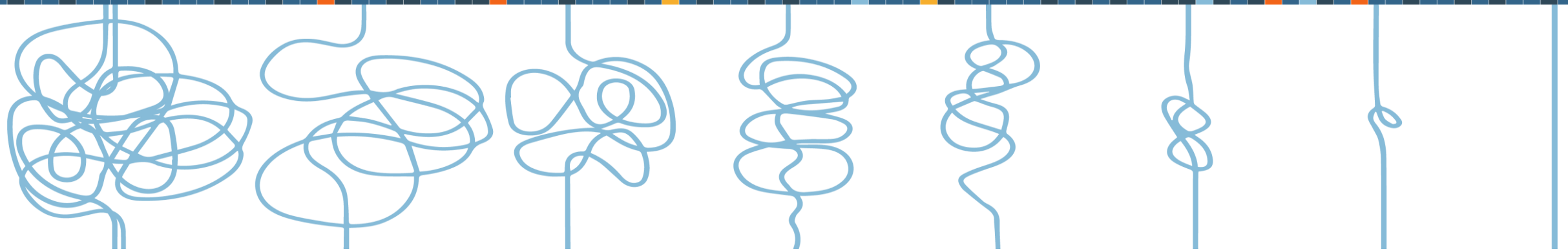

DISCOVER » DEFINE » DELIVER

# 8-Bit Spark's Offerings

## Innovation Cycles + Fractional Leadership + Coaching

Partner with us to take innovation in your organization to the next level, starting with your first **Innovation Cycle**. With each iterative cycle, we bring whatever skillsets are needed.

Alternatively, we can augment capacity in your organization through a **Fractional Leadership** or **Coaching** role. We serve as temporary/interim Chief Technology Officer, Chief Product Officer, etc.

Ready to start your first Innovation Cycle? Interested in Fractional Leadership or Coaching? Let's monetize your ideas! Schedule a free 20-min chat, or contact us for more information.

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# THANKS!

8-Bit Spark