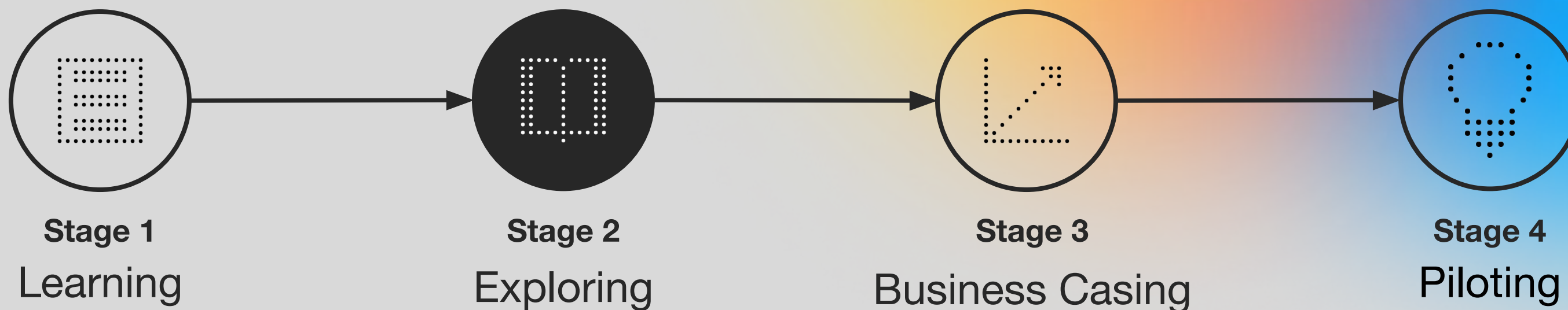


Enterprise Enablement Playbook: Exploring



Bridging the gap between innovation and **execution**

As the blockchain industry matures, the focus is shifting from technological innovation alone to enabling **practical, real-world adoption**.

Too often, enterprises get stuck in the **cold start problem**. The vision exists, but the internal talent, funding models, and integration pathways required to move from a whiteboard idea to a deployed solution are missing.

Cardano Foundation's **Enterprise Enablement Program (EEP)** addresses this challenge by providing a structured, expert-led pathway from blockchain education to live solution pilots.

This playbook will guide you through the Exploring stage, reveal practical challenges, and lead to clear goals for a pilot project.



Overview

4 Stages that Create a **Predicable Adoption Flow**



Stage 1
Learning

Explore blockchain and Cardano, assess fit, and manage hype.



Stage 2
Exploring

Run small scale trials / sandboxes to test opportunities and challenges, ideate and set clear metrics.



Stage 3
Business Casing

Analyze costs, benefits, ROI, and engage stakeholders.



Stage 4
Piloting

Scope and staff pilot, plan execution, manage risks, deploy application.

Contents

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Welcome to the **Enterprise Enablement Program Playbook: Exploring.**

This hands-on guide will support your journey from early problem statements to a measurable, customer-focused use case.

The goal is to **identify concrete opportunities** for your business, **assess practical challenges**, and **establish clear high-level goals** for a pilot.

If you wish to find out where and how blockchain can create real enterprise value, this playbook will show you the way.



“A tourist follows a trail; a mountaineer finds one.”

Reinhold Messner



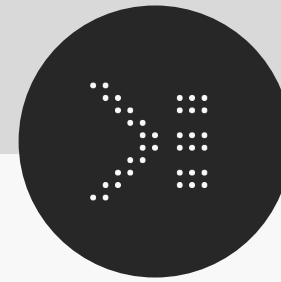
Key Outcomes

After completing this stage, you and your team will have:



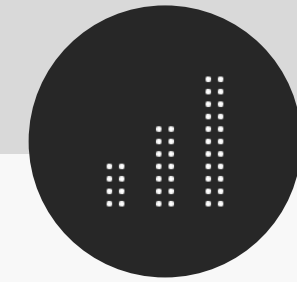
Identified one or more specific pilot opportunities where blockchain can add real value to your organization.

You will also have defined a relevant problem space and the core needs in a solution, all thanks to looking at real case studies and the results they have led to.



Assessed the strategic and tactical challenges with your pilot use case and its potential solution.

These include technical as well as non-technical implementation hurdles, organizational barriers, and market forces.



Aligned on clear goals and metrics which mark the pilot's success at a high level.

This will be achieved by scoping out a vision, understanding the customer and their target journey, and reflecting on how your organization specifically tracks and measures success.



Who This Playbook Is For

While onboarding to the EEP, you should elect a facilitator to lead the various sessions, exercises, and discussions.

The facilitator...

- Can be internal or external to your organization
(contact us, and we will help you find the right fit)
- Should have a basic, high-level understanding of blockchain technology
- Ideally has some experience leading workshops and group activities

If you are the facilitator, make this playbook your go-to resource for next steps. If you are part of the assembled EEP team, the playbook can provide context, valuable links, and help you understand what's next.

How To Use This Playbook

This playbook is free to use, but it is more than a freebie.

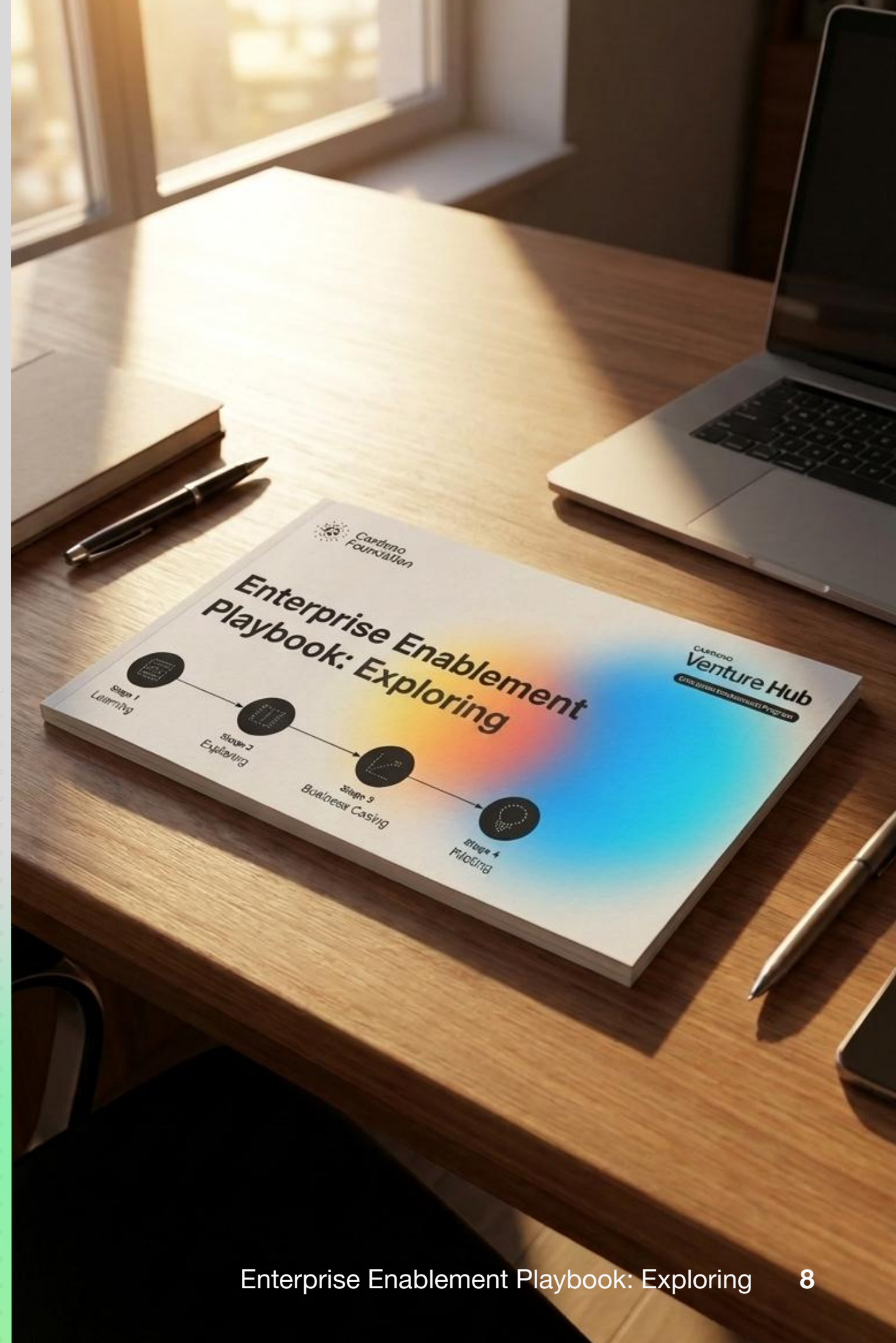
It is the repository from which the Cardano Foundation team assembles its **learning sessions and bespoke enterprise trainings**.

As a facilitator, you can use the playbook to assemble a custom curriculum, run one-off exercises, and provide your team with resources to help them get up to speed on their own time.

If you have observations, questions, or ideas, please send them to:

venturehub@cardanofoundation.org

Thank you!



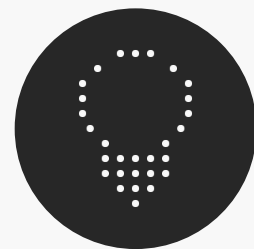
Stage Modules

Every organization must find its own way to success. Depending on which phase of the Exploring process your company is in, you can use the curated modules and exercises below to tailor your custom roadmap.



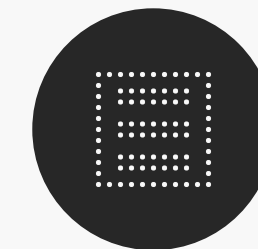
Empathize

- The Problem Statement
- Asking Why 5x
- An AMA (Ask Me Anything)
- The 5W+H Questions
- The Empathy Map
- Personas/User Profiles
- The Pixar Story
- AEIOU



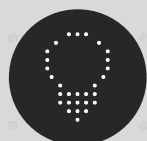
Ideate

- The Discovery Workshop
- Case Studies (Readings)
- The 6-3-5 Brainstorming
- How Might We...



Plan

- The Vision Cone
- The Blue Ocean Tool
- Customer Journey
- Jobs to Be Done
- What Does Success Look Like?



Note: Many modules are suitable across stages. Refer to [the Module Matrix](#) for more details. ***The Discovery Workshop*** is the cornerstone tool of this stage. Every participating EEP organization should run one.



Segment 1: Empathize

Overview

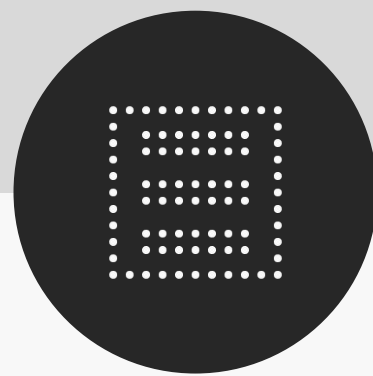
This segment is about **identifying a meaningful business challenge and understanding it in depth**. The discovered problem will be documented and drilled into, first from high-level angles, then in greater detail.

The second part of this section aims to **empathize holistically with end users**. Get into your customers' heads, grasp who they are and how they engage with the problem, and start working towards a solution that makes sense for them.

Upon completion of this segment, you will have **a strongly defined problem statement and crystallized target personas**.



Segment 1: Empathize - Modules



The **Problem Statement** defines the core project challenge in a simple sentence that is easily understood and agreed upon by everyone on the team. It sets up a shared organizational baseline before jumping into solution development.



Asking Why 5x digs beneath surface-level symptoms to expose the true root cause of an organizational challenge. Once your team has identified a general issue, this tool will help you look past immediate friction to uncover the systemic origins of the challenge.



An **AMA (Ask Me Anything)** creates an open forum with subject-matter experts to resolve uncertainties and address skepticism through direct conversation. It addresses key blockers to adoption early, establishing clarity and building collective buy-in across teams.

Segment 1: Empathize - Modules



The **5W+H Questions** build a comprehensive framework by systematically dissecting a problem space into Who, What, When, Where, Why, and How. It helps teams holistically capture user challenges while surfacing actionable insights.

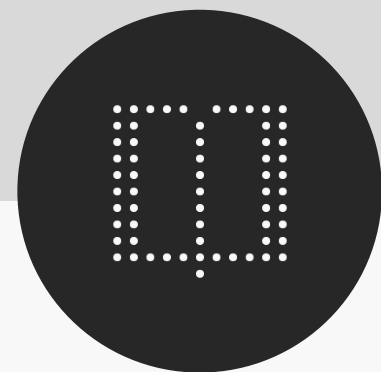


The **Empathy Map** records what users see, hear, say, do, and feel based on real observations to move beyond objective facts. This exercise builds deep empathy around key emotional friction points and user aspirations.

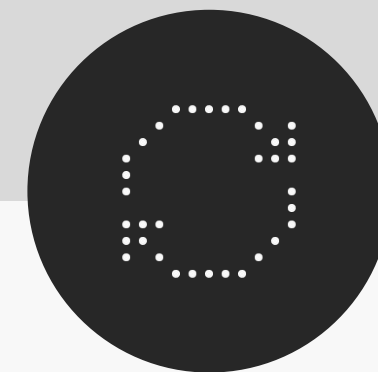


Personas establish concrete customer profiles to keep target users top-of-mind throughout solution design. This tool goes well with the Empathy Map and synthesizes research findings into a clear description of a tangible target audience.

Segment 1: Empathize - Modules



The **Pixar Story** uses a six-scene storyboard to craft a compelling narrative illustrating the before-and-after impact of a solution on the customer. This framework converts research and personas into an inspiring story of user success.



The **AEIOU** (Activities, Environment, Interactions, Objects, Users) framework structures field observations and uncovers non-obvious context and friction in real-world user environments.

Segment 1: Empathize

Toolkit

Access the templates, explainers, and videos that will help you facilitate the EEP modules.

Problem Statement

Quickstart Guide

Time: 30-40 min Group Size: 3-5

Materials: Pens, Post-Its, Template, Paper

Why?

To define the key challenge in a simple sentence everyone can understand.

1. Collect answers for problem, actor, context, and current solutions.

2. Wall-mount answers, then vote to select best definitions.

3. Condense definitions into overarching problem statement.

4. Refine until broad enough to brainstorm ideas but narrow enough to indicate specific resources.

Why?	Who?	What?	When?
Problem Statement Iterate until all essentials are covered			
How might we... Context: what?		How might we... Context: what?	
for Actor: for whom?		for Actor: for whom?	
(re)design, so that Need: which?		(re)design, so that Need: which?	
is satisfied.		is satisfied.	
Taking into account		Taking into account	

Quickstart Guide

Time: 20-30 min Group Size: 2-3

Materials: Template, Pens, Post-Its

Why?

To understand the customer better and empathize with their actions.

1. Hand each participant multiple A4 copies of the template and/or put an A0 one on a large surface.

2. Record what the user sees, hears, says, and does. Focus on verbs, not nouns, for this exercise.

3. Based on actions and observations, infer what the user thinks and feels.

4. Identify their pains (challenges) and gains (opportunities).

5. Use the insights to build a persona.

The Empathy Map

Hearing

Thinking

Saying & Doing

Pains

Gains

Quickstart Guide

Time: 30-45 min Group Size: 3-5

Materials: Template, Pens

Why?

To craft a beautiful before-and-after for the customer with a clear outcome.

1. Imagine your user as the hero of a Pixar movie.

2. Use the template as a 6-scene storyboard. Craft a narrative arc.

3. What happens in each scene? Describe it from your user's perspective.

4. Map their journey from problem to solution using your products and services. Where do they come in? What is the final result for the hero? (Optional: Each group presents their story.)

Once upon a time...	Every day...
Until, one day...	
Because of this...	Until, finally...
Because of that...	

Workshop: | Date:

Adapted from dt-toolbook.com/tools

Workshop: | Date:

Adapted from dt-toolbook.com/tools

Download the Toolkit



Segment 1: Empathize

AMA (Ask Me Anything)

Blockchain adoption often stalls due to unaddressed questions, not technological hurdles. An AMA can be a safe space to surface blockers early and foster collective buy-in. Some best practices:

1. **Self-Hosted vs. Facilitated:** Reach out to the right experts and ask them which topics they can speak to. We are happy to connect you, internally or externally.
2. **Enable Anonymity:** Use tools like Slido to pre-collect questions anonymously.
3. **Set the Agenda:** Group questions into strategic themes (e.g., *Security, ROI, Data Ownership*).

The goal of an AMA is to **establish clarity**, get everyone on board, and open doors to new conversations.

Segment 2: Ideate

Overview

This segment is about **sketching out, ideating, and then quickly iterating on the most relevant pilot opportunity for your business.** A variety of group brainstorming tools and supporting materials, like case studies, will support you.

A cornerstone event can be a half- or full-day **Discovery Workshop**, which unites all relevant stakeholders and combines modules from the Empathize, Ideation, and Plan segments. For a sample agenda and pitch, see the appendix to this playbook.

By the end of this segment, your team will have **identified a promising blockchain pilot use case and drafted early solution ideas.**



The Discovery Workshop*

A collaborative session focused on early-stage discovery and ideation to identify and map potential use cases.

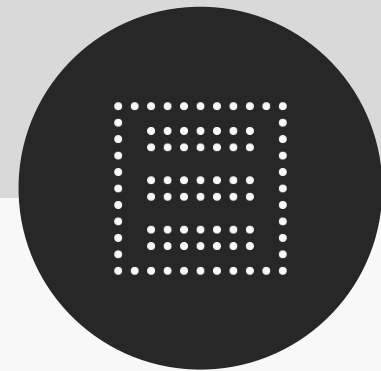
This leadership workshop supports internal alignment while **enabling a shared understanding** of your business, objectives, ambitions, and organizational structure.

- Conduct small-scale trials or sandboxes to test technology feasibility
- Assess practical challenges, including non-technical considerations
- Establish clear goals and metrics to evaluate the pilot

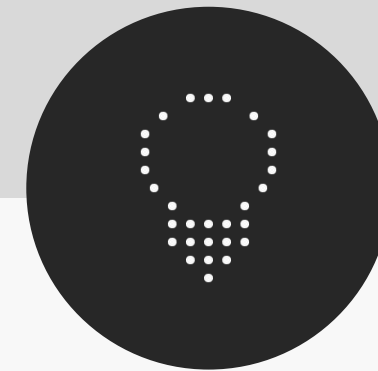
Schedule a Call · 



Segment 2: Ideate - Modules



The **Case Studies (Readings)** ground theoretical concepts in reality by examining how select organizations solved complex enterprise challenges with real-world blockchain technology. They will give you and your team a feel for proven results, cost-benefit metrics, and implementation hurdles.

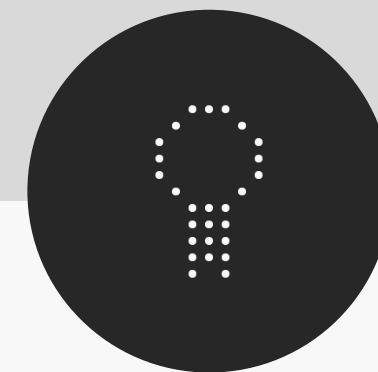


The **6-3-5 Brainstorming** method is a structured, silent exercise that enables teams to rapidly generate and expand upon a high volume of concepts in a short timeframe. It eliminates groupthink and turns individual ideas into collective innovation.

Segment 2: Ideate - Modules



How Might We... transforms identified constraints into open-ended, actionable design opportunities that encourage creative brainstorming. It prevents premature solution-bias and fine-tunes the scope of the challenge so teams can explore scalable possibilities.



The **Discovery Workshop** unites key stakeholders in a collaborative session to map high-potential use cases and build shared strategic alignment. It integrates multiple user-understanding and ideation tools to expose practical hurdles early and establish a clear blueprint for a pilot project.

Segment 2: Ideate

Toolkit

Access the templates, explainers, and videos that will help you facilitate the EEP modules.

The 6-3-5
Brainstorm

Quickstart Guide

Time: 30-40 min Group Size: 4-6

Materials: Template, Pens

Why?
To generate many ideas fast in a group, yet still do so in a structured way.

1. Form groups of 6 and explain the problem.

2. Give each person a grid; write 3 ideas in the first row in 3-5 min.

3. Pass sheets clockwise.

4. Further develop existing ideas in the next row.

5. Repeat until the grid is full.

6. Cluster, evaluate, and select top ideas, then discuss next steps.

Issue

Briefly describe the problem

6-3-5 Method

Consolidation

Let group members present their ideas

Cluster

Group similar ideas, use voting in final evaluation round

Evaluate

Record best ideas and assign priorities

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Workshop: | Date:

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How Might We...

Quickstart Guide

Time: 5-15 min Group Size: 3-5

Materials: Whiteboard, Pens, Post-Its

Why?
To formulate a question that helps brainstorm focused ideas later.

1. Reflect on findings from previous observe/understand exercises.

2. Identify the core user needs.

3. Frame them as "How might we [verb] [noun] for [persona]?" questions. (Examples in notes)

4. Choose a question that inspires many ideas without being vague.

5. Ask "Why?" or "How?" to broaden or narrow the focus as needed.

HMW Questions Selection

Write down as many as possible

How might we... Context: what?
for Actor: for whom?
(re)design, Need: which? is satisfied.

Sorting

Too Broad

Just Right

Too Narrow

How?

Why?

Most Relevant HMW Question

Outcome

Final question which is to be pursued further

CARDANO VENTURE HUB

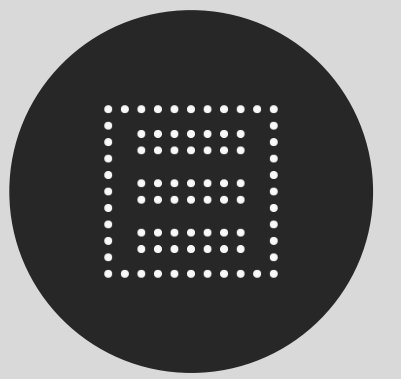
Workshop Name | [Month] [Year]

Adapted from [dt-toolbook.com/tools](#)

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Cardano Foundation

Enterprise Enablement Playbook: Exploring 20



The Case Studies (Readings)

Blockchain is already making a difference across industries. The following, select case studies show where and how.

- [Data Ownership and Monetization in the Information Economy](#)
Reef Data
- [Verified Farm Data for Improved Financial Access for Smallholder Farmers](#)
Syngenta Foundation India
- [Auditing and Validating Financial Reporting Data On-Chain](#)
Reeve
- [Proof of Attendance: Verifiable Training and Participation Records for Enterprise Education](#)
Petrobras
- [Traceable Plastic Recovery and Credit Issuance for the Circular Economy](#)
Plastiks
- [Track, Trace, Comply: A Single Source of Truth for Bee Honey Producers and Exporters](#)
zenGate/Palmyra
- [Digital Twins for Fan Apparel to Combat Counterfeit](#)
Merchadise/Epoch Sports
- [Identity, Accountability, and Financial Mobility for AI Agents](#)
Masumi

For even more case studies, visit [the Cardano Foundation website](#) or [the Cardano Academy](#).

Segment 3: Plan Overview

In this segment, your team will **sketch out the vision, product features, and success criteria for your pilot at a high level**. The objective is to go from ideation to planning, considering your organization's aspirations, how the product can meet the user's needs, and relevant North Star metrics.

Exercises around competitive strategy, customer journeys, and product capabilities to align on which aspects are most important will set your team up for a more detailed numbers check in the next stage.

Upon completing this segment, **your team will agree on a uniform, strategic vision for the pilot, including product fundamentals and big-picture success markers**.



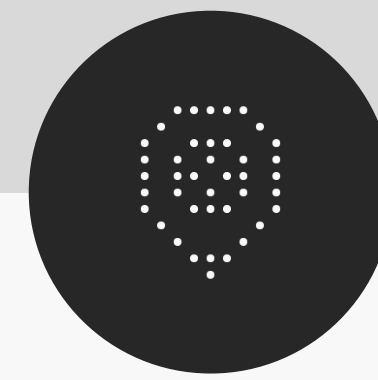
Segment 3: Plan - Modules



The **Vision Cone** maps out potential future scenarios to help teams anticipate long-term market trends and technological shifts. It enables leadership to evaluate how immediate project decisions align with extended strategic horizons.

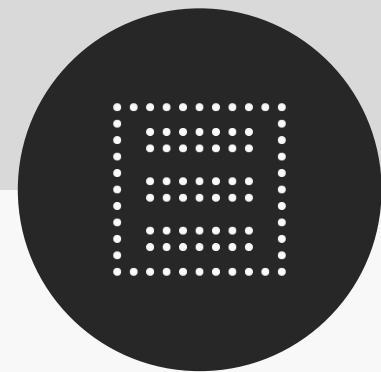


The **Blue Ocean Tool** differentiates a product by uncovering untapped market spaces and creating a distinct, high-value strategic offering. Applied during solution scoping, it guides teams in determining which operational factors to eliminate, reduce, raise, or create to secure a competitive edge.



The **Customer Journey** maps the user's experience step-by-step across all touchpoints, actions, and emotions before, during, and after an interaction. Applied once a specific persona is established, it pinpoints critical friction points and identifies high-priority service improvements.

Segment 3: Plan - Modules



The **Jobs to Be Done** framework uncovers fundamental customer motivations by analyzing the core progress a user is trying to achieve rather than focusing solely on product features. Used during concept development, it ensures the team builds capabilities that deliver genuine, high-impact value.



What Does Success Look Like? provides an early incentive check by capturing individual team perspectives to establish a unified project vision. Conducted as soon as key stakeholders assemble, it builds momentum and aligns the group on core North Star metrics.

Toolkit

Access the templates, explainers, and videos that will help you facilitate the EEP modules.

Quickstart Guide

Time: 90-120 min Group Size: 2-5

Materials: Paper, Pens, Post-Its

Why?
To design a desirable future and derive steps to be taken now to make it real.

1. Define topic and map status quo at NOW.
2. Document past technological and sociological changes under PAST.
3. Brainstorm imaginary future scenarios under FUTURE.
4. Select a "desirable" future and reverse-engineer required steps to reach it.
5. Infer specific next actions from these steps to achieve the vision.

Subject

Title and short description

Past

Now

Future

Retropolation

Time

Next Steps

Quickstart Guide

Time: 120-240 min Group Size: 4-6

Materials: Post-Its, Pens, Large Board

Why?
To truly understand the customer experience step-by-step.

1. Select a persona and scenario.
2. Map actions before, during, and after the experience.
3. Note touchpoints with your business, and what the persona says or thinks about them.
4. Track emotions with a curve or emojis.
5. Identify moments where the experience can be improved, and the areas and people responsible.

The Customer Journey

Persona

Scenario

Goals & Expectations

Typical Journey

Action

Thinking

Emotions

Opportunities

Area of Responsibility

Define individual steps

Forwards

While

Quotes

Quotes

Quotes

Quickstart Guide

Time: 15-30 min Group Size: 2-5

Materials: Template, Pens, Post-Its

Why?
To zone in on a collective vision and adjust incentives on various levels.

1. Going from narrow (self) to broad (world), each participant notes their own success indicators on post-its.
2. Add all post-its to the template.
3. Discuss as a group to cluster the most agreed upon, important, and unique factors worth considering.
4. Vote on the #1 success indicator to focus on in each category.
5. Record results, e.g. by circling north star indicators on the template.

What Does Success Look Like?

Society/the World

Customers and Partners

My Organization

My Team

Me Personally

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Workshop: | Date:

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Congratulations!

You've reached the end of the Exploring stage playbook. We hope the sessions and exercises in this stage have helped you...

- **Understand** a high-potential business challenge in-depth
- **Get into the mind** of the target user, and see the problem from their POV
- **Sketch out** the essentials of a win-win product
- **Align** on a shared vision for pilot strategy and success

If you want to learn more about EEP and explore collaboration opportunities, please contact:

venturehub@cardanofoundation.org

Sources and Acknowledgments

The tools and templates within this playbook leverage established product and design methodologies, including Design Thinking, Lean Startup, Design Sprints, and others.

While these frameworks provide the foundation, we have specifically adapted and evolved these tools to address the unique features, challenges, and opportunities inherent to blockchain, decentralized technologies, and the Cardano ecosystem.

As such, we are sharing this playbook and our toolkit under a **CC BY 4.0 license**. Trademark rights (or any other specified IP) of the Cardano Foundation are not covered by the CC license.

Support the Creators:

As we have drawn inspiration from the pioneers of collaborative design, we highly encourage you to explore and support the creators of some of the original works which helped us in making this toolkit:

- **The Design Thinking Playbook & Toolbox**
Lewrick, Link, Leifer
- **IBM's Enterprise Design Thinking Toolkit**
- **Collaboration by Design**
Coullomb, Collingwood-Boots
- **Tools from the Stanford d.school**
- **The Lean Startup**
Eric Ries



Let's build the future of
your enterprise, **together.**

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Appendix:

Masterclass + Discovery Day

Sample Pitch & Agenda

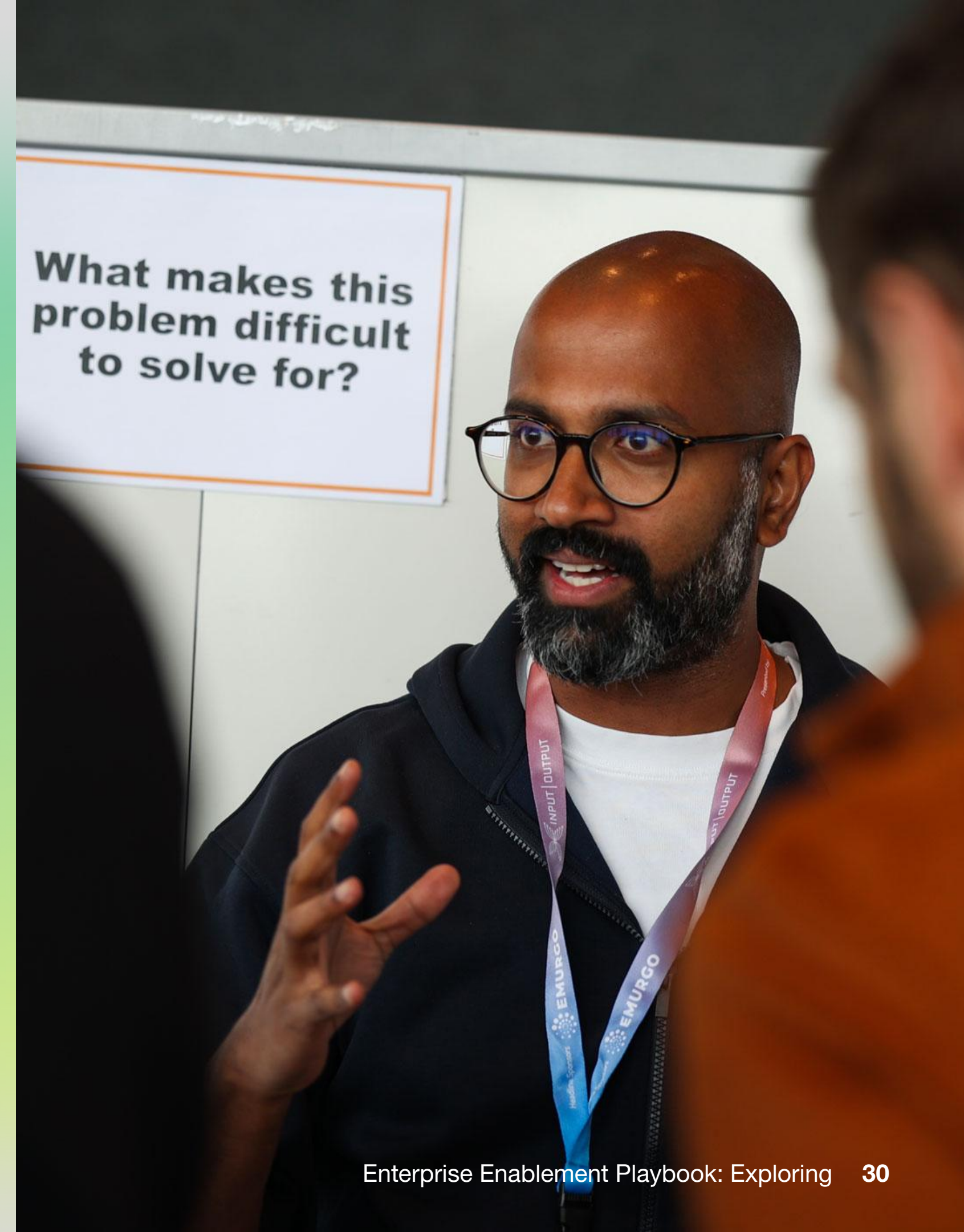
Example

The Discovery Workshop

The following slides show an example of how we at the Cardano Foundation approach organizations with a Discovery Workshop.

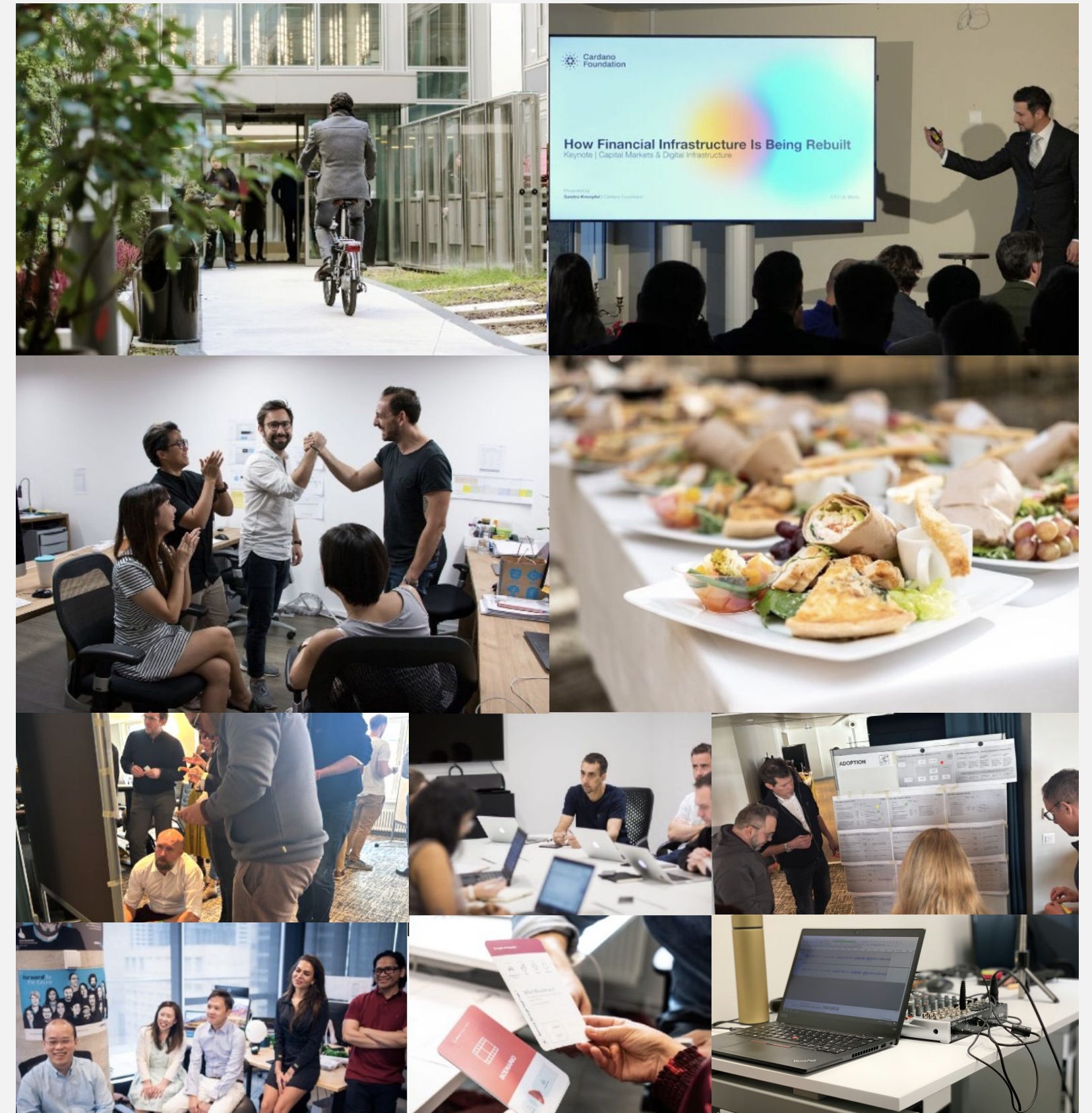
This example is intended as inspiration or a possible starting point only.

In practice, you will have to adjust the content and workshop modules according to each specific organization's needs.



We would like to:

Understand your needs
across the organization
more deeply and discover
together how Cardano
can transform your
business.



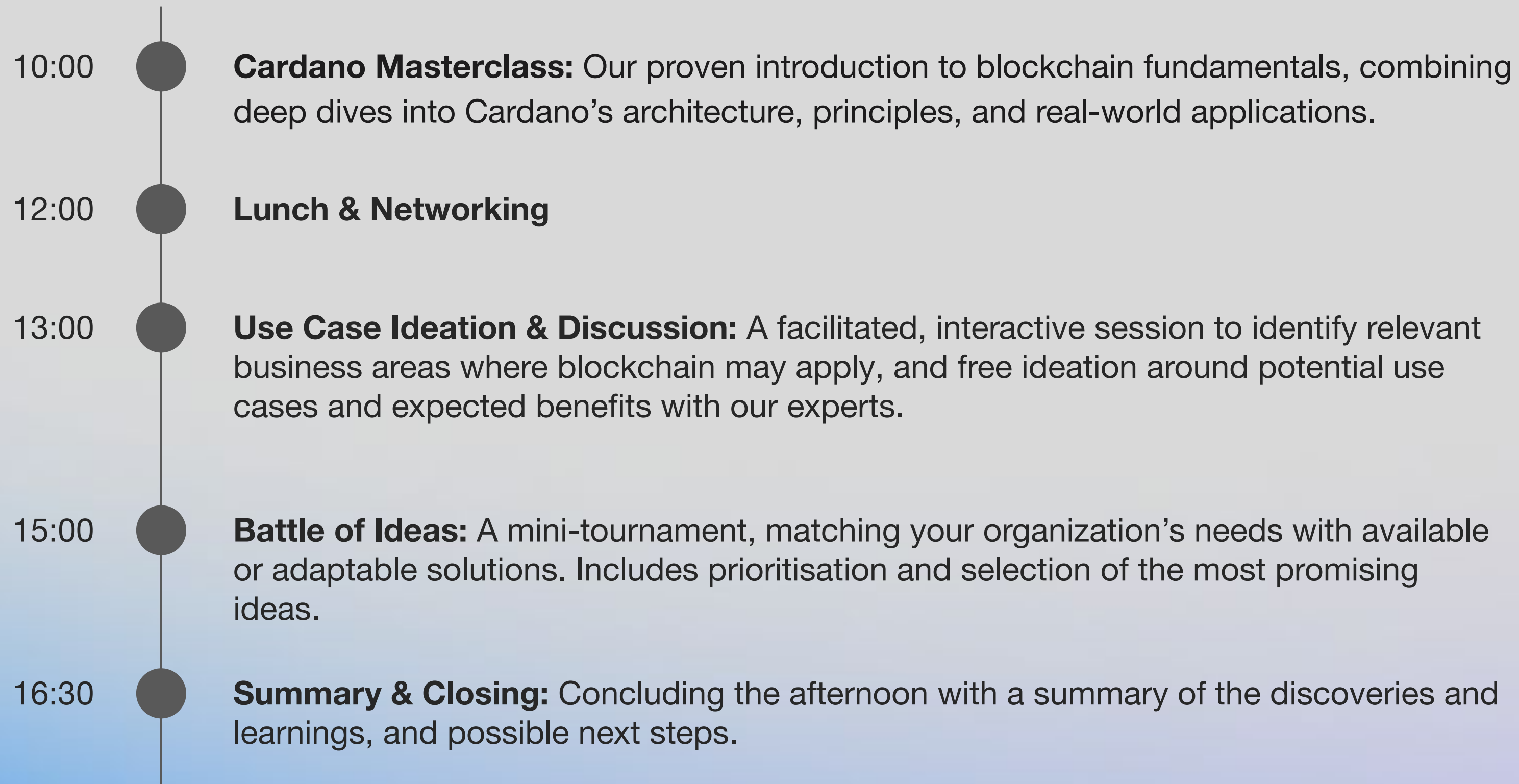
What a Discovery Day Is About

We are pleased to invite <Company> to a **one-day, in-person workshop** delivered together with Cardano Foundation employees, subject-matter experts, and selected ecosystem partners.

The Discovery Day is designed to:

- Provide a clear and practical **understanding of blockchain technology**
- Introduce **Cardano and its capabilities** across multiple industries
- Have a joint workshop and **space for open ideation, discussions**, questions, and deeper technical insights
- Jointly explore where blockchain could deliver **tangible value for <Company>** (e.g. topics xyz)
- The day combines structured learning with collaborative ideation, moving from education to concrete **opportunity identification**

How the Day Works (Suggested Agenda)



Highlight: Masterclass

What are the biggest challenges in your industry? Why must we act on them now? And how can blockchain help?

The masterclass will provide your team and leadership with:

- Foundational blockchain knowledge
- Examples of real use cases
- The ability to assess the technology for its business value

This morning session is the perfect opportunity to learn more about blockchain and Cardano, discover real-life applications, and spark inspiration. By the end, your team will be aligned, up to speed, and buzzing with initial ideas.

Feel free to invite your extended team and colleagues from other departments!



Use Case Ideation

This session is all about finding relevant Cardano use cases for your organization.

We will focus on the benefits of blockchain technology, and how it can enhance existing processes and offerings - or even enable completely new ones.

We can curate this session depending on focus areas you select, e.g. certain business units, economic or regulatory developments, or blockchain/Cardano advantages.

What Does Blockchain Help Us Achieve?

		
Traceability We can create transparent data records that can be easily verified by anyone. Example: A winemaker records information about each production step (variety, location, harvest date) to allow tracking of his entire supply chain.	Authenticity We can confirm the identity and legitimate origin of people, goods, and digital information. Example: A limited edition sneaker comes with a QR code linked to the blockchain to prove ownership and allow consumer engagement.	Immutability We can trust the data we are looking at has not been tampered with. It remains unchanged from its original recording date. Example: Uploaded photo of a receipt that confirms you bought an item on a certain day, locking it permanently.

Cardano Academy 18

Problem Statement

Quickstart Guide
Time: 20-40 min | Group Size: 3-5
Objective: Define, Prioritize, Refine, Validate

Why?
To define the key challenge in a simple sentence everyone can understand.

- Collect answers for problem, actor, context, and current solutions.
- Final critical analysis, then vote to select best definition.
- Consider definitions that rewording problem statement.
- Refine and focus enough to transform ideas but narrow enough to include specific resources.

Why?	Who?	What?	When?	Where?	How?
Problem Statement Write until all essentials are covered How might we... For... pro/design, so that... is satisfied. Taking into account...					

Define Success

Quickstart Guide
Time: 30-60 min | Group Size: 4-10
Objective: Understand, Measure, Prioritize

Why?
To agree from across the entire project cycle for making key decisions.

- Prepare a list of relevant questions.
- Each participant writes down their answers on post-its.
- Discuss, narrow down, and cluster answers according to your group.
- Vote on most areas with Voting.
- Report results.
- (Optional: List relevant KPIs)

Questions	Answers	Evaluation & Selection
		How might we... For... pro/design, so that... is satisfied. Taking into account...

Ask Why 5x

Quickstart Guide
Time: 30-60 min | Group Size: 3-5
Objective: Define, Prioritize, Refine, Validate

Why?
To understand a problem in depth instead of just scratching the surface.

- Describe the problem in detail. Use phrases or problems to describe.
- Start root cause analysis by asking "Why?" the statement or the problem.
- Counter each answer with another "Why?" Repeat at least 4 times.
- Stop asking "Why?" when it no longer makes sense. Document insights.
- Optional: Use insights to search patterns, not solutions, and start a follow-up, in-depth discussion.

Why is the problem a problem?
Problem description

Why? Direct impact

Why? Cause-effect

Why? Organizational hurdles

Why? System hurdles

Battle of Ideas

A “competitive” contest of idea rating and selection in the second part of the workshop will ensure that the most promising use cases are brought forward.

Teams will pitch for winning ideas in different categories based on business impact, technical feasibility and time to value.



The Detailed Masterclass Agenda (Not Shown to Client*)

*The following agenda was used by the facilitation team.

While the agenda has been shared and aligned with the organization sponsor, this slide is not part of the document that was sent to the client.

5 min	Welcome and Energizer	
30 min	Masterclass Pt 1: Blockchain and Cardano Basics	
40 min	Exercise 1: Brainwriting Ideas and Questions	The 5W+H Questions
30 min	Masterclass Pt 2: Blockchain at Work: Deep Dive on the Industry/Topic	
10min	Exercise 2: Which Use Case Resonates?	Case Studies (Readings)
5min	Closing & Move to Lunch	

The Detailed Ideation Agenda (Not Shown to Client*)

*The following agenda was used by the facilitation team.

While the agenda has been shared and aligned with the organization sponsor, this slide is not part of the document that was sent to the client.

15 min	Welcome and Blockchain Quiz	Slido
20 min	Brainwriting in business areas (4 groups)	The 6-3-5 Brainstorming
20 min	Voting and Presentation	
30 min	Digging Deeper: 5x Why	Asking Why 5x
30 min	Problem Statement + How Might We Questions	The Problem Statement How Might We...
5min	Buffer	

The Detailed Idea Selection & Closing Agenda (Not Shown to Client*)

*The following agenda was used by the facilitation team. While the agenda has been shared and aligned with the organization sponsor, this slide is not part of the document that was sent to the client.

45 min	User Journey + Pitch Prep	The Empathy Map Personas/User Profiles Customer Journey The Pixar Story
40 min	“Battle of the Ideas” (Pitching Rounds)	Jury & Voting Template
15 min	Closing & Next Steps	Group Photo
20 min	Buffer & Networking	

Outcomes of the Discovery Day

- A shared baseline **understanding of blockchain** and Cardano
- Increased clarity on realistic, value-driven blockchain **use cases**
- A shortlist of potential **pilot ideas** aligned with Syngenta priorities
- Visibility into the Cardano ecosystem and **delivery capabilities**
- A jointly developed future vision to guide **next steps**



Next Steps

1. Once you **confirm your interest**, we will set up a call to discuss your desired outcomes, your main focus areas for the year, workshop participants and possible dates.
2. Leading up to the discovery day, we will share pre-reads and relevant information to **get both teams ready**.

What we'll need from you:

- **Participation** from relevant and interested stakeholders
- **Openness** to cross-functional discussions
- **Availability** to spend the full day collaborating with us

Planning

- ❑ Potential dates for the Masterclass + Discovery Day
- ❑ Participants
 - ❑ Masterclass + Discovery Day
 - ❑ Masterclass only
- ❑ Topics / focus areas
 - ❑ Masterclass: Selection of relevant cases and examples
 - ❑ Ideation areas (if you have preferred business units)
- ❑ Comms (esp. invitations)
- ❑ Key contact person for logistics
- ❑ Sponsor





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