

JOIN US FOR



THE UNVEILING & LAUNCH OF  
OUR NEW INNOVATION HUB  
**BOSTON LOFT**  
**(LAB OF FORWARD THINKING)**



Tuesday, Wednesday July 7-8 2015

LIVE PROTOTYPE PITCHES FROM 3 PM TO 5:00 PM, FOLLOWED BY LAB UNVEILING AND COCKTAIL  
RECEPTION FROM 5.30 TO 8 PM

HOSTED BY THE MANULIFE / JOHN HANCOCK LAB OF FORWARD THINKING  
601 CONGRESS STREET · 4<sup>TH</sup> FLOOR ATRIUM · BOSTON, MA

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## Welcoming a New Innovation Center

We would like to extend the invitation to join us in the kick-off of our first Innovation Lab, the Boston LOFT. We request that all non-participant attendees arrive at 3pm for live prototype pitches and panel judging, which marks the conclusion of our first 2-day internal hackathon (refer to brief for additional details). Following this session will be a guest speaker, ribbon cutting ceremony and cocktail reception to celebrate the unveiling of the Boston LOFT.



**Innovation is the fuel to business growth and economic development. The Manulife / John Hancock LOFT will instill an open innovation framework to partner and engage with the local entrepreneurial and university communities- fostering the innovation ecosystem across Boston. This capability will reach far beyond the thriving Seaport District and support the city of Boston in becoming a renowned leader of advancing technology.**

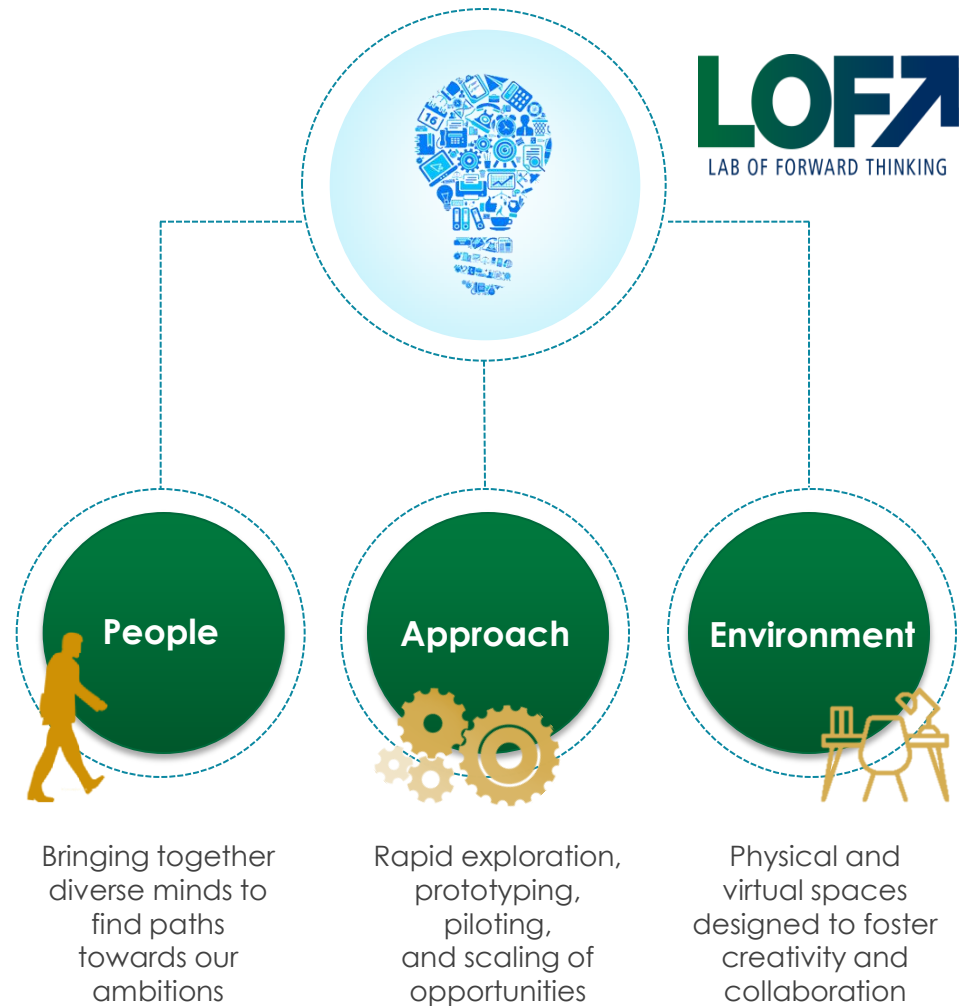
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# The LOFT: How will we be successful?

## We are creating an operating system which...

- Supports innovation at both the divisional and individual levels
- Leverages global expertise throughout the company and strategic partners
- Values big ideas, starts small, and scales fast
- Delivers a portfolio of initiatives that unlock value today and opportunity tomorrow
- Captures and acts on learnings from our global ecosystem of innovation labs





BOSTON | JULY 2015

Tuesday, Wednesday July 7-8 · 4<sup>th</sup> Floor Atrium | 601 Congress Street



## Overview

- ❖ Intensive 2-Day hackathon pulling employees across the organization together to:
  - ❖ Pitch ideas, build, refine, and present new business offerings and/or products and services that answer to the challenge statement
  - ❖ Demo prototypes in 3-5 minute pitches in front of a senior leadership panel to provide feedback and explore next steps for moving opportunities forward

### The Challenge:

**How might we prepare to serve our next generation of customers and expand our services to those who are just beginning to think about securing their financial future?**

#### Who

75 employees within all business units of JH/ Manulife Investments Group Functions, and US Divisions

#### Where

4th Floor Atrium of 601 Congress St

#### When

July 7-8, 2015  
Please plan to arrive at 3 pm for prototype demos/pitches, or 5.30 pm for the lab opening and reception

# Delivering Value

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- ❖ Provide a channel of new solutions for the most critical and forward-looking challenges facing your business
- ❖ Encourage John Hancock/ Manulife's emerging innovation community to tap into their creativity and experience, explore un-ventured areas and produce something new that will add value to your business
- ❖ Illustrate that great value can be attained in a short period of time in a high impact environment
- ❖ Shift paradigms to cultivate an innovative approach and entrepreneurial mindset to solving problems,
- ❖ Promote inclusion and remove perceived barriers across the organization

# Tentative Agenda

Day 1	Program	Location
8:00 AM	Attendee Arrival, Breakfast, & Welcome	601 Congress, 4 <sup>th</sup> Floor Atrium
8:30 AM	Kick-Off Keynote: Sebastian Blandizzi	
9:00 AM	Warm-up/Ice Breaker & Team Formation Activities	
12:00 PM	Lunch	
1:30 PM	Venture Build & Coaches Arrive/Briefing	
2:00 PM	Venture Coaching Session	
5:00 PM	Venture Build	
6:30 PM	Dinner	
7 PM - Close	Evening Build Session	
Day 2	Program	Location
8:00 AM	Breakfast, Welcome & Team Updates	601 Congress, 4 <sup>th</sup> Floor Atrium
8:45 AM	Group Troubleshoot & Build Session	
12:30 PM	Lunch & Coaches Arrive	
1:00 PM	Demo Prep - Coaching Rotation #2	601 Congress, 4 <sup>th</sup> Floor Presentation Room
3:00PM	Final Demos (Panel)	
5:30 PM	Cocktail Reception Opens	4 <sup>th</sup> Floor Atrium
5:45 PM	Guest Speaker , Lab Unveiling & Ribbon Cutting	601 Congress, 4 <sup>th</sup> Floor Atrium & Lab
8:00 PM	Reception Close	601 Congress, 4 <sup>th</sup> Floor Atrium