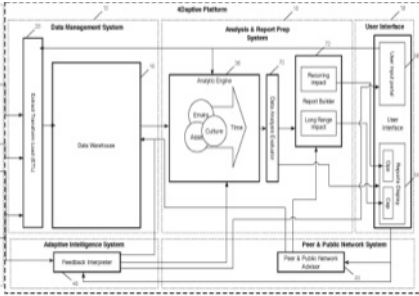


MKTHINK

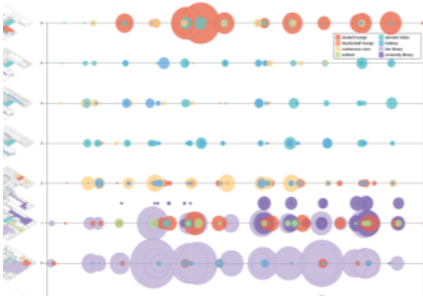
the IDEAS company for the built environment

# Ideas Firm: Practice Areas



## innovation

research, incubation & enterprise of hardware and software technologies



## strategy

data driven alignment of client mission with physical space



## architecture

realize space to enable people, organizations and environments

# We We Offer: Non-bias problem solving

Identify Core  
**Problem**

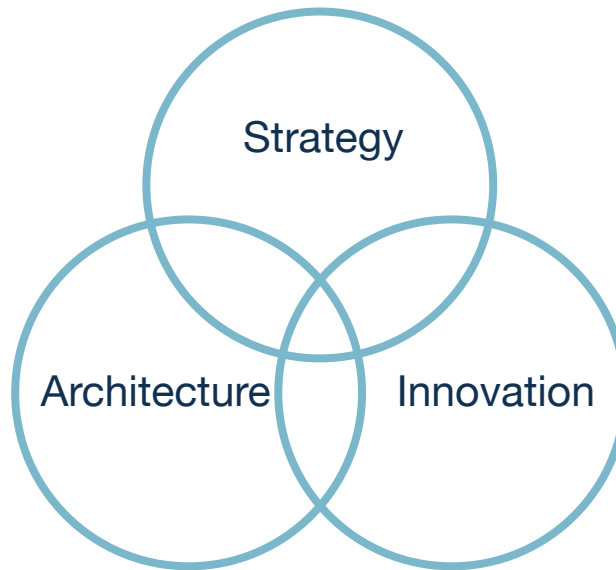


Ideation  
**Methods**



Open Range of  
**Solutions**

Health  
Performance  
Environment  
Resources  
Economics

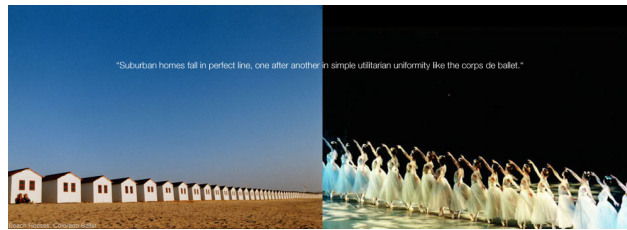
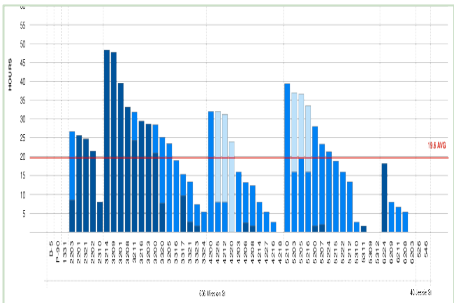
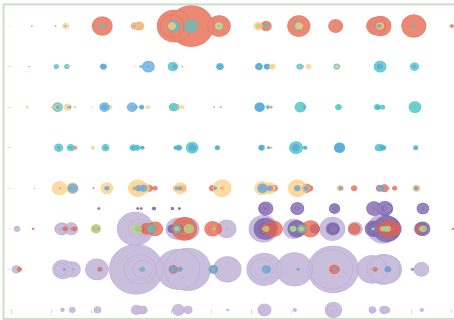


Hardware

Software

# Our Approach

Analytic Insight + Design Thinking + Broad Perspectives



- Architects
- Engineers
- Planners
- Sociologists
- Stakeholders
- Industrial Dsgners
- MBA's
- Ballerina

# Case Study: PROJECT FROG

## Problem

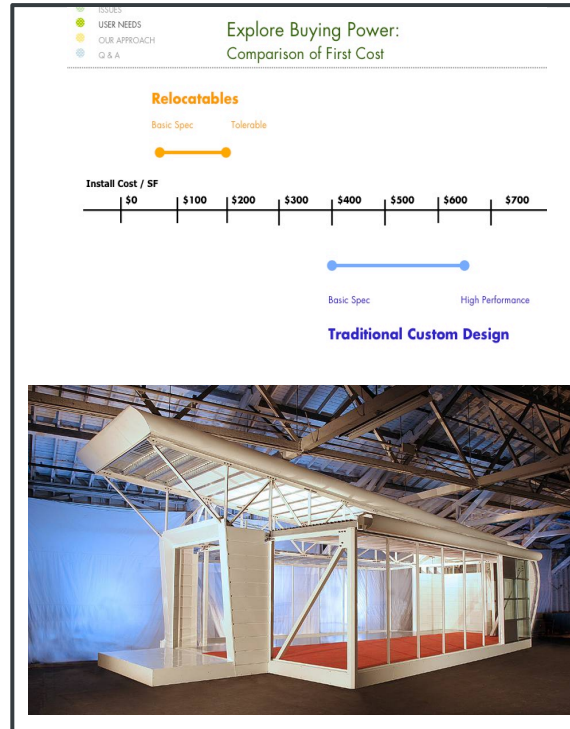
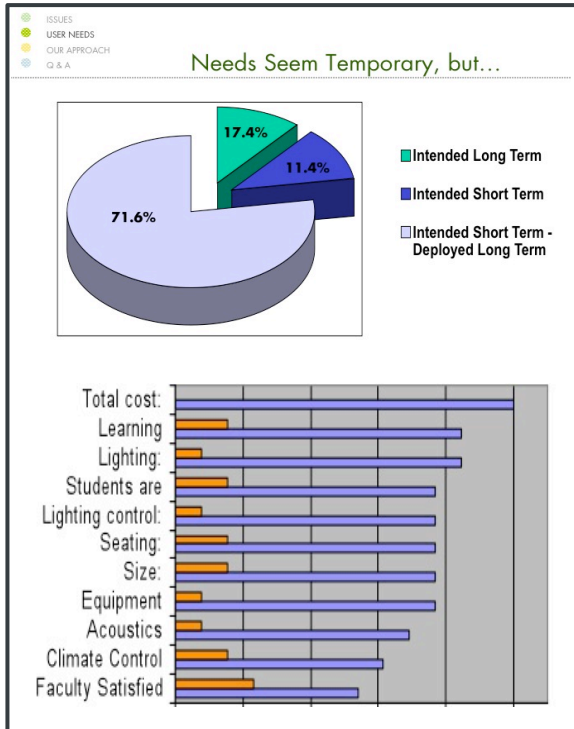
320,000 Trailer Classrooms  
 Poor Educational Environments  
 High Resource Consumption

## Method

Strategy: Analyze Potential  
 Design: Optimal Environment  
 Innovate: Apply Product Logic

## Solution

'Flat-Pack' Kit System  
 Integrated Performance Tools  
 VC Backed New Company



# Case Study: OUSD

## Problem

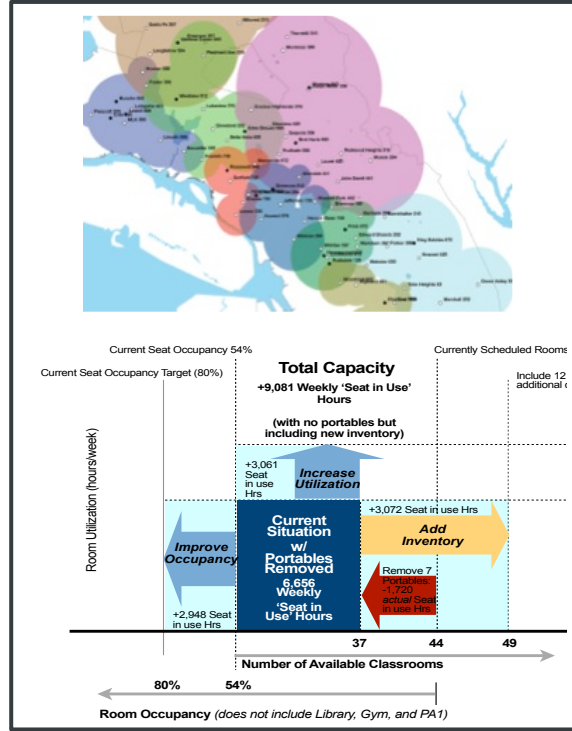
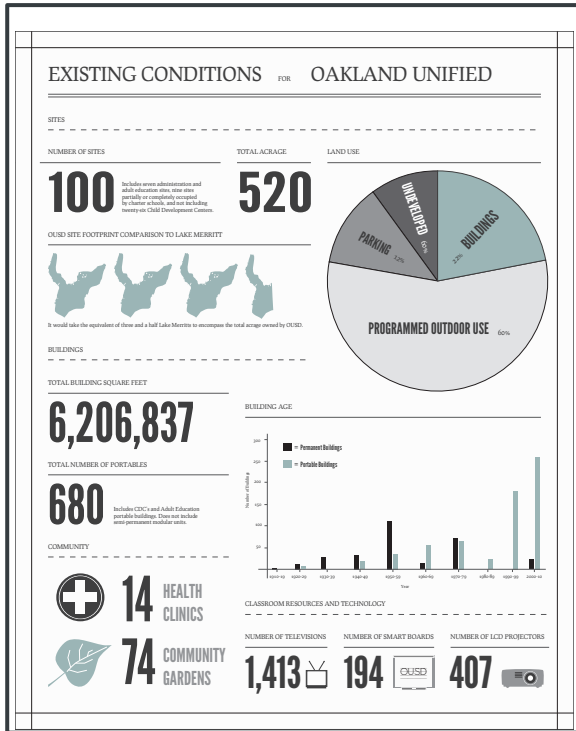
Declining Enrollment  
 Poor Educational Environment  
 High Ops Cost / Inefficient Facilities

## Method

Architecture: Assess Facilities  
 Strategy: Analyze Effectiveness  
 Innovate: Communication Tools

## Solution

Data Management System  
 Facilities Master Plan  
 Client Technology Training



# Case Study: ROUNDHOUSE ONE

## Problem

- Large Inefficiencies
- Poor Predictive Tools
- Large Resource Req's

## Method

- Strategy: Define correlations
- Arch: Broad problem logic
- Innovate: Analytic Protocol

## Solution

- Data Collection
- Multidimensional Analysis
- Broad Insight

