



FORESIGHT•WORKS

2022 Brand Messaging

Prepared by WEBITMD

Our Ideal Customer

Who we're targeting, what's on their mind, and what they want to gain from doing business with us.

01

Ideal Buyer Overview

Note:

It's easier to get the CEO or C-Suite on board, but much harder to get buy-in from the people working on the project day to day.

Our ideal customer is an owner of a large-scale construction portfolio in infrastructure, typically priced over \$500 million, or with a portfolio of multiple \$100 million projects.

We want to attract C-Level people who are tech-savvy, data-savvy, have intellectual curiosity, are realistic, and have purchasing power within the budgets that they leverage.

Key Decision Makers:

Head of Capital Delivery and/or CEO and COO.

What They Want



Confidence in their schedule

They currently have low visibility into their schedule, and low confidence as to whether their target date is achievable. They are buying visibility and confidence. They are buying insight into what risks could delay their project.

Clear priorities

Management doesn't always know what to pay attention to. They need early warnings when deviating from the schedule.

Actionable insights

They want to avoid making decisions based on gut feel or bias.

Information intensity and information velocity

They want more data, clearer data, and better data that allows them to make decisions faster.

Increased velocity of data availability and project planning. They should be able to find all the data they need to do their job within 10 seconds without compromising results.

Improved productivity

They want to reduce the time spent on schedule quality checks, validations, and approvals.

Subsequently, they'd like to increase the capacity of the engineering team to service multiple projects at once.

Finally, they're looking for improvements in company-wide metrics such as profitability, reputation, and relationships with stakeholders.

Career advancement

They're willing to give new tech a try so that they can excel in their role and perhaps get promoted.

To get their project done on time

With better risk management, they can mitigate delays and get their projects done on time.

Their Current Situation



We have two types of customers who typically buy from us:

01 A very senior project executive and/or the CEO or COO of the company

We offer an ability to drill down into the project and arrive at insights that will help them make the right decisions, faster.

They are willing to take a risk on something new. They have become accustomed to the status quo of megaprojects (over time, over budget, failing to deliver benefits), but they will not resign to the fact that it has to be this way.

02 A leader of a scheduling function within a project or organization

We reduce the reporting burden and the analysis burden of complex schedules, produce new analysis that can't be done by humans, and then communicate findings from those schedules to the wider team.

The reasons why a C-level person wants the software in their program are the same reasons why daily users want the software for managing contractors. Daily users of the software can feel threatened by Knowledge Concierge™, so it's important to emphasize how it will improve their job, not take it away.

Their Problems We Solve



They have too much to do and not enough time to do it

Meaning, they miss key items from their worklist (including items they may not even be aware of).

They don't know the quality of their own schedule

Most do not even know if their schedule is real or not. We help them solve this problem. They find out who should by working on what when, and why. Their current problem is that they cannot answer these questions efficiently and the answers can change even on a daily basis.

They don't know which items to focus on, and in which priority

We help them focus on specific issues and tasks so they know which steps to take to keep their project on track and deliver on time before problems escalate.

Small issues go unnoticed until they turn into big problems

With Knowledge Concierge, they can identify problems and address them before they become monsters that they cannot actually do anything with.

They can't access key information from mountains of data

A human mind cannot fathom all of the key points in a megaproject schedule. We want to highlight those for them and predict risks that are likely to arise.

Amnesia

It's easy to forget the past. Knowledge Concierge provides clear data of what worked previously, where they are now, and a clear projection for the future of their schedule.

Feedback and follow-up are inefficient

We make communication more efficient up and down the chain of command.

Communication breakdowns within teams

We solve communication breakdowns within teams by highlighting what needs to be done and when it needs to be – creating team alignment and ensuring accountability within teams for getting the project over the finish line.

They are overwhelmed and stressed

We make their lives better by reducing stress, freeing up time that was previously spent digging for information, and on a personal level, increasing their chances of standing out from the crowd.



C-Suite Charlie

Titles: CEO/COO

This persona may oversee multiple large projects at once or just a single extra-large project. Orchestrates and directs project teams at a high level. More focused on big-picture priorities and milestones, and motivating and aligning teams.

Buyer Personas

Motivations, pain points & solutions:

Motivation: Wants to feel confident in their leadership over project teams.

Pain point: Unexpected setbacks erode their sense of control, but seem inevitable. Current project planning tech limits team alignment and closed-loop communication with direct reports.

Solution: As an all-in-one intelligent platform, Knowledge Concierge allows teams to plan more accurate schedules from the start and anticipate setbacks ahead of time. Team-wide clarity allows for unified efforts and a single source of truth for communication and follow-up.



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Buyer Personas

Motivations, pain points & solutions:

Motivation: Wants to make decisions effectively and quickly.

Pain point: Tracking down data takes too long and/or data may be lagging days or weeks behind. Charlie may compensate for a lack of data by relying on gut feeling and bias.

Solution: Knowledge Concierge updates instantly with user-oriented dashboards. No more waiting for data, tracking down reports or guessing at project status and next steps.



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Buyer Personas

Motivations, pain points & solutions:

Motivation: Wants to save time and money on projects

Pain point: As an executive, Charlie is ultimately accountable for the timeline and budget of the project. Avoiding delays is paramount to their job performance.

Solution: On-time projects start with accurate planning. Knowledge concierge allows for robust, realistic project planning based on proprietary real-world data, while our AI algorithms help anticipate and mitigate setbacks along the way.



Project Manager Pat

*Titles: Senior Project Manager,
Project Scheduler, Program Director*

This persona is involved with the day-to-day planning and operations of the project. They liaise with many contractors and subcontractors and act as the main point of contact for project updates for upper management. This is the daily end-user for our product.

Buyer Personas

Motivations, pain points & solutions:

Motivation: Wants a single source of truth for managing project progress.

Pain point: Managing multiple vendors and timelines can quickly become overwhelming and disorganized. Work items may slip through the cracks and issues may escalate without warning, making it difficult to trust project timelines.

Solution: Knowledge concierge is more than a planning tool, it is an intelligent program that empowers project managers to create accurate timelines, identify risks early and prioritize their efforts. Contractor schedules are clearly defined and project timelines are accurate each day.



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Buyer Personas

Motivations, pain points & solutions:

Motivation: Wants to impress upper management.

Pain point: Scheduling megaprojects is a high-stakes role; excelling in this position can open doors for advancement and more lucrative opportunities.

Solution: Knowledge Concierge doesn't replace project managers, it enhances their skills and allows them to be more effective with the data they already have. With these insights, Pat can communicate more effectively with the management team and satisfy the objectives of their position.



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Buyer Personas

Motivations, pain points & solutions:

Motivation: Wants useful data without having to do extra work.

Pain point: Creating accurate, up-to-date reports for senior management is time-consuming and tedious. Current tech may have solid dashboards but lack the ability to generate meaningful insights from this data.

Solution: We go beyond dashboards to create thoughtful recommendations and insights from the data at your fingertips. No more time wasted tracking down data or poring over results to glean recommendations.

Our Offer & Sales Process

Providing clarity around what
we're selling and how our
customers can buy it.

02

90% reduction in time spent on reporting (consuming information, producing reports, and meetings)

Plus, 85% reduction in reporting errors

10x increase in team capacity and 30x faster reporting

Less pressure on teams and improved motivation and productivity

7x increase in decision-making velocity

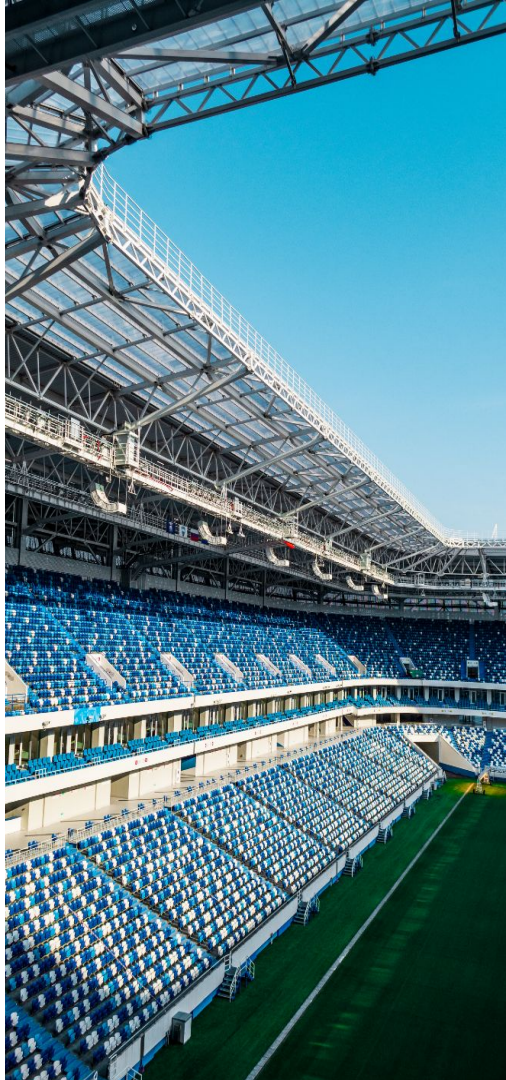
Less time looking for and understanding data, and more time on analysis and discussion

50% decrease in unplanned interventions by senior management

Less time looking for and understanding data, and more time on analysis and discussion

75% of users report fewer unanticipated risks

Improved risk visibility for all stakeholders



What We Sell & How It Works

We offer a SaaS platform called Knowledge Concierge™ (KC). KC ingests schedule data from megaprojects, draws out the information that really matters, and turns that raw data into insights that allow teams to deliver projects on time.

Discovery and demo

We start with a Discovery Meeting and a demo of our software.

Contract outline

We sign an NDA, outline the terms and conditions of the contract, and assist as needed to get sign-off from stakeholder.

Pilot onboarding

We integrate their data and run a pilot program.

Pilot review

We have several interactions where we go deeper into the pilot data and insights.

Become a paying customer

Once their team is fully on board and the procurement process is complete, we onboard them as full Knowledge Concierge members.



Our Sales Process

The 5 step process our buyer must take to receive our offer.

Our value exchange:

Megaprojects that leverage Knowledge Concierge™ can reduce their schedule timeline by up to 10% and get a 10-20x ROI after only one day saved.

Our Unique Value Proposition

Why our ideal buyers should gladly choose us over the competition.

03



Our Shared Values

Empathetic/philosophical statements:

Megaprojects shouldn't go over schedule, despite their size.

The world's most complex projects are simplified when raw data is converted into actionable insights.

Your schedule is only as reliable as your ability to turn data into action with speed and accuracy.

Large construction projects already have the data to run efficiently. They simply don't have a way to make that data immediately actionable until now.

Our Values and Beliefs

We don't accept the status quo that megaprojects always go over schedule.

We give our customers the agency to control their projects.

We believe the current level of wasted time and resources on large construction projects is unacceptable (especially considering megaprojects account for 8% of the global GDP).

We believe the world's most complex projects can be improved by a diligent systematic study of data around their unique risks and challenges.

We believe in integrity and rigor in the analysis of the data.

We believe in making complex concepts and ideas simple and using those complex concepts in a simple way to drive the performance of projects.



Our Competition

Our Value Prop

We provide very high-value insight automatically and quickly. For us, the speed of insight and quality of insight is very high.

Our incumbent competitors are:

Oracle Primavera – Has one risk metric that's so broad it becomes meaningless.

Safran Risk – Provides more sophisticated data, but the way their algorithm works, it only picks up activities at the end of the project (doesn't tell you what to do between now and then).

Deltek Fusion/Acumen – Not sophisticated. Manual risk feeling. Tells them what they want to hear.

nPlan – Doesn't provide the "So what? What do I do today?"

Nodes & Links – Replicated the monstrosity of Primavera without adding any insights.

Our Competitive Advantages

01

We're really good at listening to our customers so our software is far more useful than our competitors because we've been customer-obsessive from the beginning. We have a human-centric view. Our product/models are deeply rooted in psychology.

02

Our academic and research background and discipline, our ability to build relationships of trust with customers, and our unique data-focused insights.

03

Foresight Works has pre-built a proprietary, unique IP in the form of artificial intelligence and machine learning (AI/ML) algorithms that addresses customer objectives. Such as: early warnings or predicting and preventing risk drivers. These insights can be delivered within the tight time window customers indicate.

04

Foresight Works has a proprietary unique database for reference class forecasting to compare elements of customer projects against various global benchmarks.

Our Unique Value Proposition



Megaprojects have powerful data. Let's put that data to work.

Building megaprojects faster. Goodbye Chaos. Hello Flow.

Turn raw project data into actionable insights that scale.

Gain confidence and clarity in your project schedule.

Input, analyze, action. Simplify megaproject planning with Foresight Works.

Find clarity in complexity. Get data-driven project insights at scale with Foresight Works.

Our Brand Voice and Style

How do we want our audience to
perceive our company?

04



Our Voice



Integrity

Numbers don't lie. We always deliver the truth.



Human

Forget the idea of cold, hard data and algorithms; we provide job-enhancing, human-focused insights that truly elevate teams.



Friendly

We leave complexity and intimidation at the door.



Empowering

Think of us like the best coach you've ever had – the one that pushed you into greatness.



Our Tone & Style

Our literary tools:

Short sentences
Active voice
Dynamic, elevated verbs
Data as proof
Champion the customer

How we speak to buyers:

We are human, but not at the expense of our intelligence – we don't dumb ourselves down, we make ourselves clear. We are confident, helpful and straightforward. We keep our tone simple, sleek, and elevated.

Our style:

The industry is old-fashioned, but we're not. We want to avoid consultant language and anything Oracle says. We prefer Apple's style of copy – sleek, polished and no fluff.

Our Tone & Style

The language we use:

Project = the entire project under construction

Knowledge Concierge is a platform, not a program → “intelligent SaaS platform that turns complex data into actionable insights”

Schedule = the construction plan


We don't retrieve data, we analyze it → “Collect scheduling data”

Scheduling data = a type of data

Brands we love:

Monday
Apple
UI Path

Our Brand Story




Managing megaprojects requires careful coordination of people, resources and technology. Its complex nature means it's easy for project leaders to face unforeseen challenges and unclear priorities. But it doesn't have to be this way.

We don't accept the status quo that megaprojects always go over schedule. With Knowledge Concierge™, you can unleash the power of your data to control your projects like never before.

Knowledge Concierge™ ingests schedule data from complex projects and provides actionable insights that allow teams to deliver on time. Projects powered by Knowledge Concierge™ can reduce their duration by up to 10% and see a 10-20x ROI after only one day saved.

Complex data is powerful. Let's put it to work.

Our Short Statement



We don't accept the status quo that megaprojects always go over schedule. Large construction schedules have the data to run efficiently, but they don't have a way to turn that data into action with speed and accuracy – until now. Projects that rely on Knowledge Concierge™ can reduce their duration by up to 10% and see a 10-20x ROI after only one day saved.

Our One Liners



Building megaprojects faster. Goodbye Chaos. Hello Flow.

Turning raw data into actionable insights that scale.

Complex data is powerful. Let's put it to work.

Time is money. Make more of it.