

# PDIHQ

# STRATEGIC COMMUNICATION

## PDIHQ

### INVESTMENT PROSPECTUS



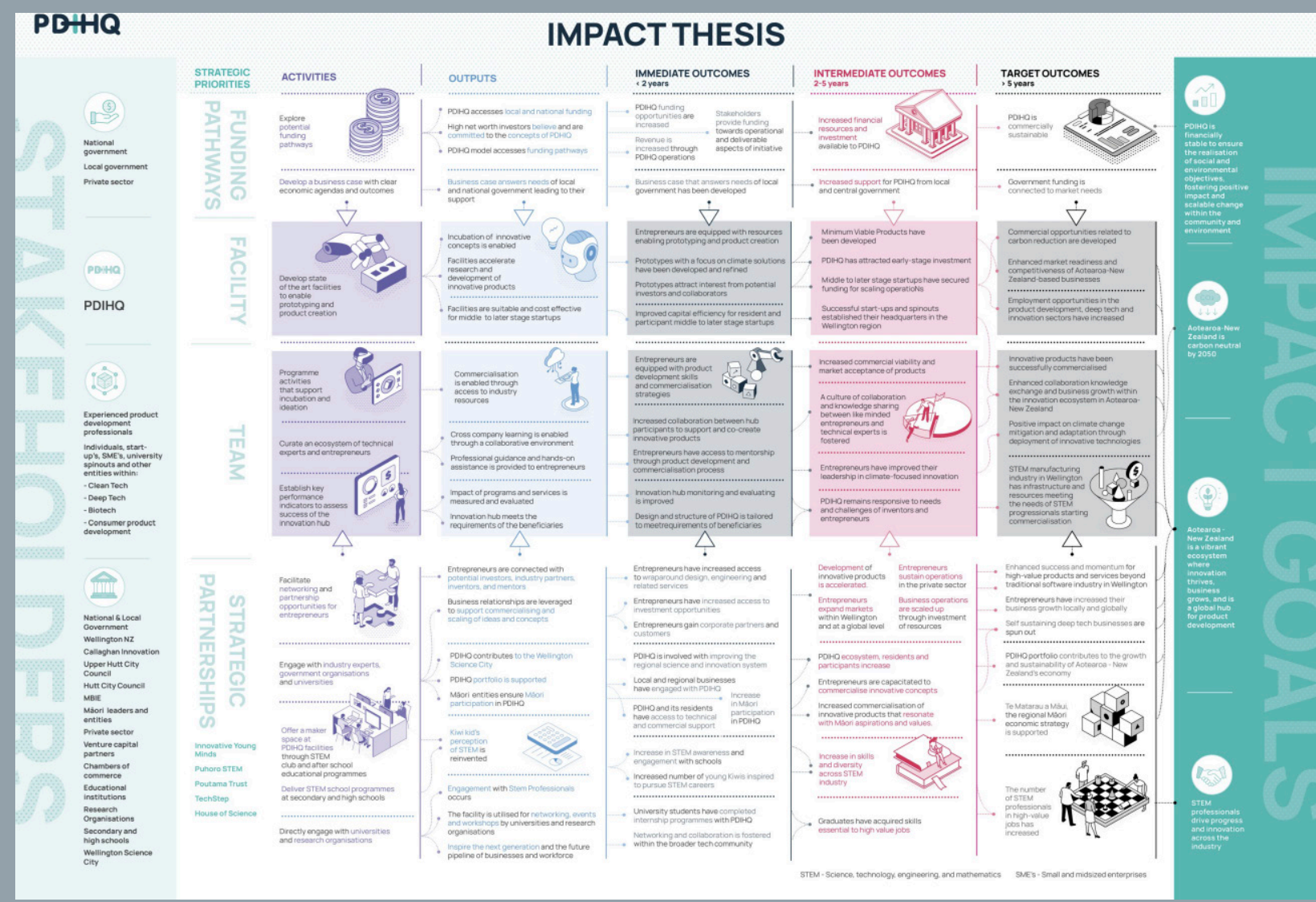
## OVERVIEW

Product Development and Innovation Headquarters (PDIHQ)'s strategic approach is to encompass a space that will drive innovation and development. Their aim was to develop a Stakeholder Map to identify and understand important stakeholders, build an Impact Thesis to show the steps they will be taking to achieve their long-term goals, and develop an Investment Prospectus that will convey important information to potential partners and funders of PDIHQ's vision and goals.

PDIHQ is an envisioned and proposed physical innovation space and facility within the Wellington region of New Zealand. The facility aims to support individuals, late-phase start-ups, small- and medium-sized enterprises (SMEs), university spin-offs, and other entities with access to the expertise and resources necessary to develop, scale up, and commercialise their products, services, and processes, all without any equity dilution for availing these services. The facility will offer modern office space, purpose-built workshops, and laboratory facilities. The space aims to foster opportunities, collaboration, and mentoring; serving as a hub for entrepreneurs to develop, thrive, and commercialise.

## THE CHALLENGE

The overall objective of PDIHQ is to address the current lack of available facilities for consumer product development and product commercialisation in New Zealand, specifically for businesses focused on deep tech, clean tech and biotech. While manufacturing centres exist, they do not meet or support the needs within the aforementioned tech spaces. There is a large need to provide incubation support for physical production and commercialisation of innovative ideas. It was therefore an important task to provide insight towards what this proposal would look like and what impact it would deliver once established.





## WHAT WE DELIVERED

- > A Stakeholder Map
- > An Impact Thesis
- > An Investment Prospectus

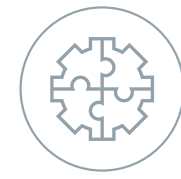


## RESULTS

The goal was to co-create the Stakeholder Map, Impact Thesis and Investment Prospectus with the PDIHQ team. The Stakeholder Map development process displayed who would contribute towards PDIHQ's development and management, including their partners, the team, the stakeholders utilising the facility, collaborators and venture capital partners.

The Impact Thesis development was able to showcase PDIHQ's four strategic priorities: funding pathways, facility, team, and strategic partnerships. These priorities were mapped out based on their respective activities, and detailed pathways followed to the intended outcomes and overall impact goals.

The Investment Prospectus, which included the Stakeholder Map and the Impact Thesis, provided details around the purpose of PDIHQ and its impact opportunities, with the aim to encourage partners, funders and investors to join PDIHQ in their journey.



## IMPACT

The process assisted the PDIHQ team to understand the type of impact that they envision for the facility and who the ultimate beneficiaries will be. The Investment Prospectus provides a summary of the entire process and assists in telling the story of PDIHQ's great impact intentions to other stakeholders, inviting potential partners to join in on PDIHQ's mission that will position Wellington as a key innovation hub.

