

## 2) Businesses

(See PDF 1 for Overview and 2) for Rules)

**A new future "Head-on"**

Your initiative to:-

**Stop the wildfire & mudslide devastation**

• **Adopt & sponsor a Fire-station**

Businesses (Both Fire & non-fire businesses)

**Protected, safe businesses & communities**

**New business growth options for your company**

*A new vision & reflection of success  
The Firefly Innovations*

A critical element for the success of your company in future will be your company's ability to **innovate**

Learn how “**Business, fire & innovations**” can help you to unlock new innovation skills in your company.

(For both Fire and **non-fire** businesses)

### 1) Introduction from a wildfire perspective:-

Why do we include business participation in the First Responders Innovation Hubs?

- Wildfire destruction requires the best solutions.
- By including businesses, solutions can be drawn from a wide spectrum of know-how.
  - Most solutions will be from **non fire related businesses**.
  - From companies and their employees that have solutions that can be of use on a crossover innovation basis.
  - Solutions and options, which normally will not be achieved, if the initiative would only focus on the fire industry. .
- Businesses are also critical in-terms of land use, property use and business practices that have a direct impact on wildfire risks.

### 2) From a business perspective (Fire industry and **non-fire businesses**)

The central focus of the initiative is to unlock ideas, suggestions and innovations to reduce and stop the destructive impact of wildfires and the follow-on destructions from mudslides.

- **The key in this innovation.**

**But do not be mistaken:-**the initiative will deliver **substantial benefits for every participating company**.

Research indicates;- that in future competition will increase, yearly from four to fifteen percent annually, depending on the sector that a business or company operates in.

**In short:-** in future the difference between companies that are successful and companies that fail will be the ability of the people in a company to innovate, from management through to workers.

- Innovation has become a big challenge for companies.

Because innovations have been defined and put out to be a very complicated process.

**The truth is** every day each and every person applies the skills of innovation but do not understand or realize it.

#### **Head-on**

Under the initiative, “Head-on” uses and makes available a very practical approach to innovations.

**A process that will help companies** to make innovation part of the everyday's business.

The underlying skills, gained by participating companies, will in future substantially **strengthen the individual worker, management and the company's ability to remain competitive**.



**Empowered  
firefighters**

**Protected  
communities**

**Thriving  
habitats**

**Living  
forests**

### 3) Great benefits

By participating in the initiative to reduce and stop the destruction of wildfires and mudslides, participating companies can tap into the following options, depending on the sponsorship level the company chooses (Bronze; Silver; Gold; Platinum):-

**1) Participate in the innovation competition** for new methods, equipment and options to reduce the destruction of wildfires & mudslides.

An opportunity to enter ideas, suggestions and innovations in the innovation competition. And in so doing win one of the prizes in the business sector, including the main prize, of a once in a lifetime, African Family Safari.

A competition that a company can use within the company as:-

- A motivational option for staff, to develop and or improve their innovation skills.
- Press coverage and for
- Marketing promotional options

**2) Enter up to five staff members** in the “Head-On” Innovation Transformer program

**3) Utilize it as an incentive in marketing** by inviting up to five clients to participate in the fire initiative and have the option to:-

- Enter up to five of their (Your clients own) staff members in the Head-On innovation program.

**4) Have entries published**, for promotions for the company, in the First Responder Support Blog that forms part of the initiative.

**5) Business opportunities:-** .

Research indicated that the initiative will lead to business opportunities.

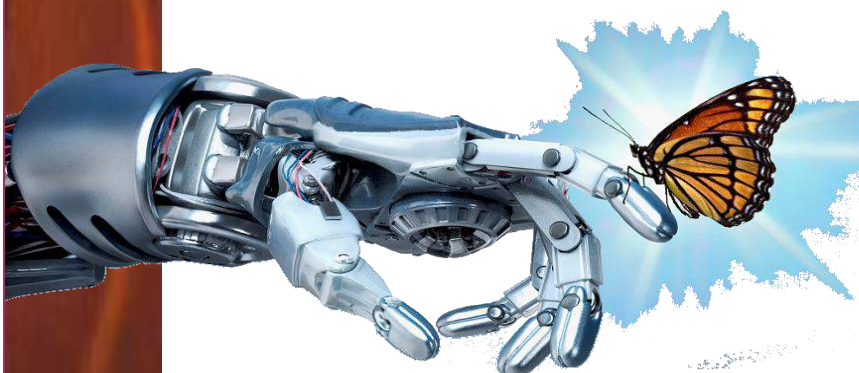
- It is a specific undertaking by “Head-on” that such opportunities will be first offered to participants in the initiative. And be available to participants that meet the relevant requirements.

**6) Development license income participation:-**

“Head-on” will provide guidance to participants to license designs and innovations that can be patent.

- Subject thereto that a percentage of such license fees are made available for distribution to sponsors.
- The distribution will be on a proportional basis of the sum of a sponsor's dollar value of his or her sponsorship and the total points the sponsor achieved for their competition entries.
- **The Firefly Innovations will not form part of this distribution.**

**7) A company can act as a lead sponsor** (Limited to ten companies.) This option will be negotiated individually with companies.



## *Innovations*

The key to

- **Your Business &**
- **To stop wildfire destruction**

All registration fees are for an annual period from the date of registration.

	Bronze	Silver	Gold	Platinum
	\$110	\$450	\$1125	To be Negotiated
<b>1) <u>Wildfire innovation competition</u></b> , with a grand business prize of an <u>African Family Safari</u>	Y	Y	Y	Y
<b><u>Innovation Transformer</u></b>				
<b>2) <u>Enter for free up to 5 staff members</u></b> to participate in the innovation development	N	Y	Y	Y
<b>3) <u>Invite up to five clients 5 to participate</u></b> with the benefits under “1)” and “2)”	N	Y	Y	Y
<b>4) <u>Publish up to 3 blog-writings</u></b> into the First Responder Support Blog	N	N	Y	Y
<b>5) <u>Business opportunity options</u></b>	N	N	Y	Y
<b>6) <u>License income participation</u></b>	Y	Y	Y	Y
<b>7) <u>Act as a lead sponsor</u></b>	N	N	N	Y

**Special sponsorship notes with regarding to the adoption of a Fire-station** or Community Wildfire Prevention Organization.

Business sponsors do not have to nominate a particular Fire-station or Community Wildfire Prevention Organization..

- But can do so if they wish to act as an adopter business and sponsor.

A business sponsorship counts for six public/community individual sponsors for the

nominated Fire-station or Community Wildfire Prevention Organization..

## Contact details

Email; - [fire@thefireflyinnovations.com](mailto:fire@thefireflyinnovations.com)

Phone: - +27 73 386 2910

The Website:-

<http://www.thefireflyinnovations.com/home/?p=29932>



**Adopt & sponsor a  
Fire-station**

***Help your clients and staff to win:-  
A once in a lifetime “African Family Safari”***