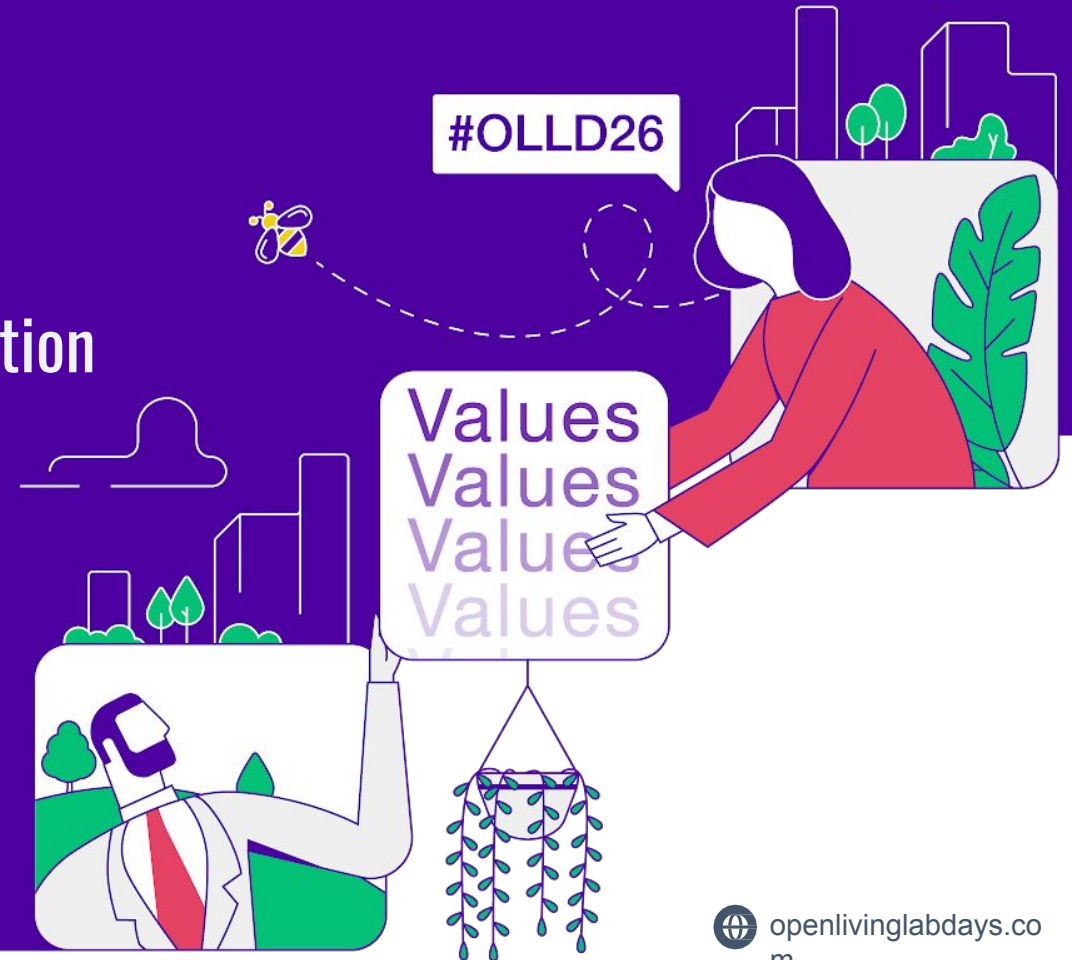




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THE RALLY GRID

An External R&D Blueprint for Scaling Regional Innovation



THOMAS
MORE
LiCalab
Living & Care Lab

 openlivinglabdays.com

Today's Session



01 The Problem

02 The Utility Shift

03 The Value of the Shift

04 The Full Pathway

05 What Each Stage Requires

06 The Capacity Audit

07 The Revenue Model

08 Know Your Host

09 The Host Persona

10 Questions & Discussion

The Problem

Two core structural challenges this model was built to solve.



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01

ADOPTION

The best solutions stall before the region adopts them.

Nobody will put in the time and capital it takes to test and scale the unproven.

02

FUNDING

Most living labs live grant to grant.

Revenue is fragile and undiversified.

THE RALLY SOLUTION

Rally was built to solve both:

1. ADOPTION PATHWAY

Moves proven solutions directly to regional adoption.

2. EARNED-INCOME MODEL

Ends grant dependence through sustainable revenue.



The Utility Mindset Shift

01

FOCUS

Stop asking who funds this. Start asking who needs it.

02

ROLE

Become the external R&D they can't risk building themselves.

CORE INSIGHT

The buffer is the service.



Why It Pays

01



Stop competing for grants. Start getting paid for R&D.

02



Frontier solutions finally get through the door and tested.

03



You become permanent infrastructure, not a project that ends with the funding.

04



One proven pilot travels. The region adopts what works.

Sustainable earned income replaces grant dependency to scale proven solutions.

The Full Pathway



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01



Understand

know the host

02



Source

RFP, local to global

03



Build

get ventures pilot-ready

04



Test

short pilots, real assets

05



Scale

the case study travels

Each stage is a discipline. Rally runs all five.



Understand

The Requirement

Know your issue areas, and know who in your footprint intersects them, at a granular level.

How Rally Does It

Everything filters into our nine social and environmental pillars.

01



Digest Local Data

Meet the institutions in our 12-county footprint and digest what they already produce: annual reports and publications.

02



Leverage Knowledge

Leverage the knowledge of people already doing the work, so we grasp the real issues without deploying field staff.

03



Build Intelligence

That intelligence becomes what we source against.



Source

The Requirement

A steady flow of solutions aimed at your issue areas, from local to global.

How Rally Does It

Five channels feed the pipeline. Three of them also build (see next).

01



Peer Network

Monthly calls trading deal flow with national impact programs and funders (Echoing Green, Camelback, 4.0 Schools).

02



Accelerator

Open call on our site and F6S, three-month window, then intake and selection.

03



Co-Creation Labs & Scale Up

Open calls that surface early ideas and mature ventures.

04



Intro to Social Entrepreneurship

A front-end feeder into the pipeline.



Build

The Requirement

Get ventures pilot-ready: structurally sound, sustainable, with measurable impact.

How Rally Does It

Three programs do double duty, they source ideas and build them.

01



Co-Creation Labs

Surround a promising idea with the full stakeholder set, focused on one pillar, to reach a testable MVP in 90 days.

02



Accelerator

10 ventures, twice a year, a 16-week program building and validating business model and impact strategy.

03



Scale Up

Develops mature, validated ventures toward scale through revenue, partnerships, or funding.



Test

The Requirement

A qualified host that provides real assets, and someone to run everything around the pilot.

How Rally Does It

Exclusively through the Innovation District Partnership, a paid external-R&D service to municipalities and corporations.

01



Host & Setup

The host pays Rally to understand the need, source ventures, design and set up the pilot, and set the measurements.

02



Rally Oversight

Rally coordinates, oversees, buffers between host and venture, closes the pilot, and produces the case study.

03



Venture Execution

The venture executes in the field. Rally runs everything around it, it does not run the pilot.



Scale

The Requirement

Turn results into evidence, and move that evidence to the people who make the next decision.

How Rally Does It

The case study is the vehicle; the network is the reach.

01



Host Adoption

Share the case study with the host for their adoption decision.

02



Network Reach

Socialize it through our network to organizations of the same type: a municipal pilot goes to other cities and counties.

03



Peer Adoption

Peers learn the best practices from a result they recognize. That cross-sharing is what drives adoption.

35 MINUTES · WORK AT YOUR TABLE · OUT LOUD

The Capacity Audit

For each stage, decide together: what you have, what's missing, what you'd build.



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01



Understand

- Which issue areas will you target?
- Who in your footprint owns or intersects them?
- Do you have the relationships to learn what they need?

02



Source

- How do you source solutions?
- Channels local to global: open calls, regional networks, innovation workshops?

03



Build

- Can you get a venture pilot-ready?
- Is it sustainable enough to be adopted?

04



Test

- Do you have qualified hosts with the right assets?
- Is there a real operational or mission need intersecting your issue area?

05



Scale

- Can you produce case studies?
- Can you distribute them to the host and similar organizations?

Mark each stage: HAVE · MISSING · MUST BUILD



The Revenue Model

Positioned right, this isn't a cost center. It's a service institutions pay for. Earned income that makes you less dependent on grants.

But a service has to be sold:

01



Dedicated Sales Role

Someone who actively sells it, a real function, not a side duty.

02



Market Awareness

Awareness, the market has to know you have a solution.

03



Tailored Process

A sales process, municipalities run longer than corporations.

04



Closing Capacity

The ability to close.

Know Your Host/Customer

Target: money and assets. Corporations and municipalities.



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01



Municipalities

Buy accountability.

Public sector partners prioritize risk reduction, policy compliance, and verified public trust before committing resources.

02



Corporations

Buy the bottom line.

Private enterprise partners focus on ROI, efficiency, operational leverage, and measurable strategic impact.

Know the motivation before the meeting.

Customer Persona: The Framework

Target Profile: Person's Name / Key Decision Drivers



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01



Background & Demographics

Location, Employee Size, Annual Revenue, Industry, Legal Type, Department

02



Communication

Which associations or professional networks are they in? What industry media do they read?

03



Goals

Primary strategic objectives categorized across Short-Term, Mid-Term, and Long-Term horizons.

04



Typical Buyer's Journey

What content drives discovery? What content supports evaluation? What seals the final decision?

05



Change Expectations

What specific impact and value outcomes do they expect from acquiring your product or service?

06



Daily Challenges

What key obstacles, inefficiencies, and operational frictions stand directly between them and success?

07



Objections & Fears

Why do they hesitate? What gaps or flaws exist in alternative market solutions they have tested?

08



Purchase Criteria

The 3–5 core non-negotiable criteria and factors that determine whether they ultimately commit.

Know your buyer's drivers before designing your product or go-to-market strategy.

From Workshop to Utility

Strategic outcomes and repeatable execution model



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01



Clear Blueprints

You leave knowing exactly what to build, eliminating guesswork and strategic ambiguity.

02



Scalable Framework

One test bed becomes a repeatable model for future expansion and operations.

03



Dual Impact R&D

External R&D serving both the regional ecosystem and individual stakeholders simultaneously.

CORE PRINCIPLE

Build the utility, one test bed at a time.

Before your next partner conversation, name the one stage you most need to build. Then build it.

Questions & Discussion

What's unclear? What's hard?



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01



Financial Sustainability

Where's the money before it sustains itself?

02



Risk & Failure Modes

What happens when a pilot fails?

03



Pricing Strategy

How do you price this?

Open floor for Q&A, strategic feedback, and next steps.



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CONTACT & FOLLOW-UP

 www.rallysea.com
 kyle@rallysea.com

European
Network of
Living Labs

THOMAS
MORE
LiCalab
Living & Care Lab

