

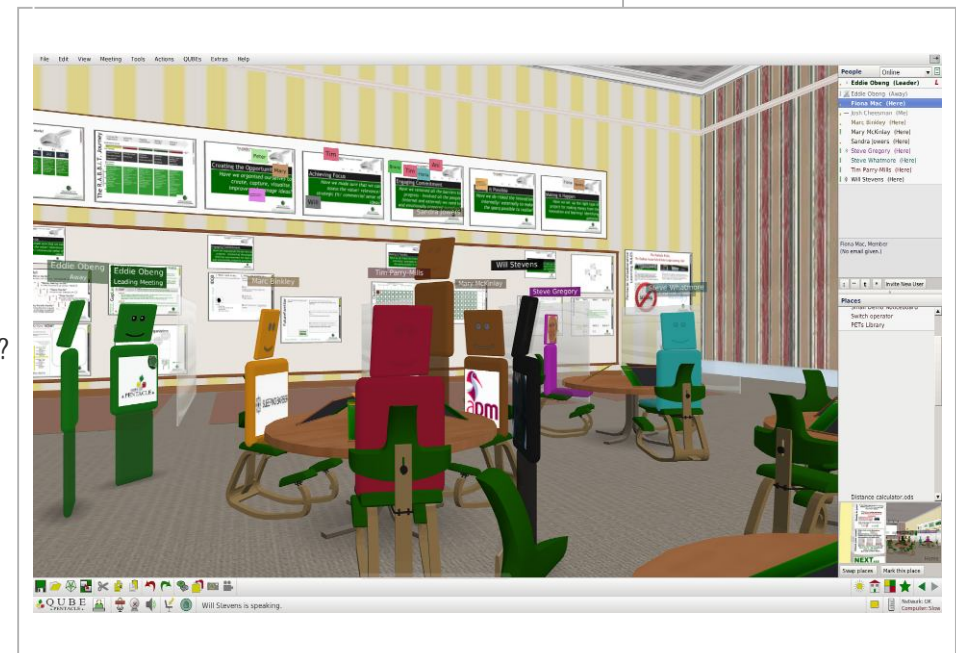
Frequently asked
commercial, user
concern and
technical questions



Due Diligence Summary

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Date: 20th April 2015
Prepared by: Pentacle Ltd, 20 London
End Beaconsfield

Who is Pentacle?

Established in 1994 by **Dr Eddie Obeng** Pentacle Ltd (trading as Pentacle The Virtual Business School, Company number 02857543 20 London End Beaconsfield UK) was the first virtual business school in the world.

Pentacle has worked with many of the world's top organisations

Pentacle specialises in teaching executives and managers to perform in complex, fast changing uncertain environments

Over two decades Pentacle has built excellent practice of digital leadership

Pentacle's mission is to **Inspire, Provoke, Educate, Facilitate and Enable**

You're in good company...
(A sample of clients benefiting from our approach)



...and many more...

PENTACLE
THE VIRTUAL BUSINESS SCHOOL
PROVOKING - INSPIRING - EDUCATING - FACILITATING - ENABLING
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How does Pentacle achieve its mission?

- Inspiring** - By using a network of excellent authentic tutors who live what they teach
- Provoking** - Pentacle's World After Midnight (WAM) model challenges traditional practices
- Educating** - Pentacle has created a complete business curriculum specifically for a complex world. Learning is delivered in bite sized vignettes supported by hundreds of collaborative-alignment, performance enhancement tools (PETs)
- Facilitating** - Pentacle has created QUBE, a complete and comprehensive virtual campus/ office environment where participants from around the globe can learn and work seamlessly and naturally together
- Enabling** - Pentacle's tutors ensure that learning is absorbed and applied directly



*"QUBE: An 'innovative virtual world' from Pentacle
The Virtual Business School"*

Financial Times

Who is Dr Eddie Obeng?

Business Educator - Eddie worked as a Director of Studies at Ashridge Business School before founding Pentacle

World Class Motivational Speaker - A popular TED Global speaker, delivering Corporate Keynotes and Public Sector speeches

Thought leader - The Sir Monty Finniston lifetime achievement prize for contributions to Project Management

Author - Ten books on Business Leadership and Management in complex business environments

History: Double degree in Chemical/Biochemical Engineering, Shell, March, Ashridge. Professor at the School of Innovation & Entrepreneurship Henley business School. London Business School, INSEAD, DUKE and the University of Cape Town



"The remarkable Eddie Obeng." **Chris Anderson**

What is QUBE?

When Steve Jobs introduced the i-phone to the world, he described it as three things: an ipod, a phone and an internet communicator - which were actually just one integrated object. The easiest way to understand QUBE is to think of it as three things:

1. A Social/Enterprise Learning Environment with tools and tutors We call this **Learn**
2. A work environment for innovation, projects or business management. We call this **Do**
3. A software platform providing an immersive suite of easy to use three dimensional environments. We call this **Ware**

We often describe QUBE as **Learn+Do Ware**

“Imagine having a way to instantly 'beam you up' to join colleagues anywhere in the world, to learn & work together as naturally as you can face-to-face.”

What is QUBE?

Three things:
 •An ipod
 •A phone
 •An internet communicator



They're not three separate things... are you getting it yet?



Three things:
LEARN
 A person-to-person social learning environment complete with expert tutors Collaborative Performance Enhancement Tools and techniques for any business situation or challenge

DO
 A project delivery and business operations system for transforming new ideas into money
 A new way to plan, lead, manage, organise and govern a business in our 21st Century World After Midnight

WARE
 A suite of 3D environments, qubicles, designed for senior executives (oldies^[1]) to 'hangout' in 24/7 to deliver strategy, accelerate innovation, transform business operations...

[1] An oldie is anyone who has been in business longer than facebook has existed
 QUBE was designed for senior managers and executives not Gen X, Y, Networked

Learn+Do Ware from Pentacle
 The Virtual Business School



Why QUBE?

- Increased demand for the learning to be applicable/to incorporate a 'project'
- Need to deliver programmes globally
- More coaching/ selective development for 'talent'
- Focus to measure the 'Return on Education'
- Less time allowed away from the work place
- More and more 'fashionable must-have' topics
- Need to provide time in programme for 'networking'
- More materials provided online at significant cost but typically low uptake
- L&D/ OD budget distributed amongst operating companies/business units



"We needed a better and different way to truly engage people globally to deliver in a new way"

Elisabetta Galli, Global HR Director WoltersKluwer

Why QUBE and not something else?

Unlike Social media - which is being adopted by businesses, QUBE was **conceived and developed for Enterprises**. QUBE is **designed specifically for business leaders and decision makers** (who tend to be 'oldies') It allows senior managers and the business to adopt digital transformation without losing any of the advantages of traditional ways of learning and working.

Complex business issues are resolved better with dialogue and discussion and whiteboards than with a string of texts or emails

Why QUBE (Ware)?



QUBE has all the functionality of all the products in the left hand pane and is easy to use, reliable, and effective



"How do you get people to brainstorm together at a whiteboard when they are not together? You can't do it on a video conference, on Skype, Livemeeting, Lync or even through webex "

>>> [QUBE functional comparison with other software platforms](#)

>>> [QUBE cost comparison with other software platforms](#)

Can QUBE really deliver Business Results and Executive Education/ Management Development to Business Leaders and Decision Makers?

Business results

The website presents the business results of several success stories demonstrating the efficacy of QUBE <http://QUBE.cc/clients-cases/>

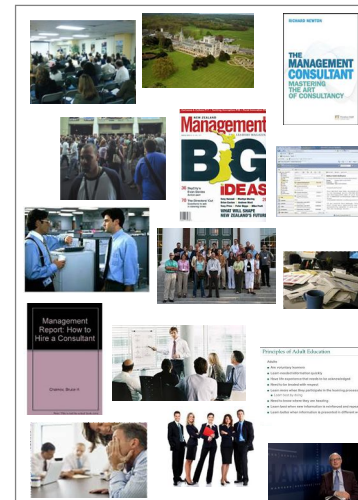
Behaviour change

Because no one 'knows how to behave on QUBE' it is a source of good habits in collaboration and business thinking. Many of the tools and PETs are then replicated and used off QUBE with the same new behaviours

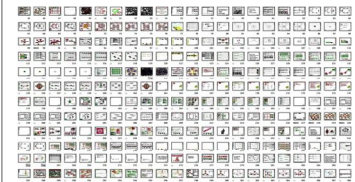
Retention

Because the learning environment is three dimensional there is better retention of activities as people can anchor memories on 'where' events occurred as well as what 'physical - muscle memory' actions they were involved in at the time

Why QUBE Learn?



On QUBE you can achieve an engaging, immersive, **COLLABORATIVE** learning experience which surpasses the traditional



QUBE has built-in over 300 Performance Enhancement Tools (PETs)

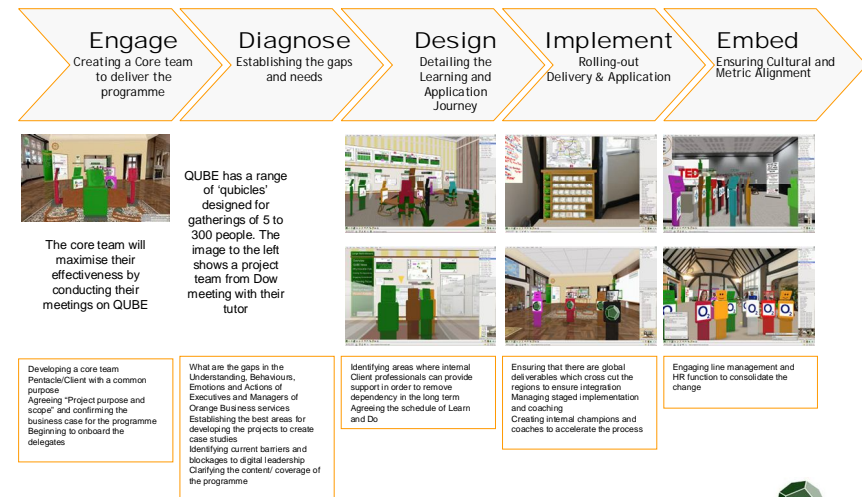
“...the effect is strangely similar to meeting people and once you get the hang of the environment and the technology it works really well”

What is the governance process you use to guarantee success?

We have developed a process called Learning2Transform to guarantee success with initial and ongoing projects.

- **Engage** - Solid relationship foundation
- **Diagnose** - Check we are solving the right problem with the minimum intervention in the most cost effective way
- **Design** - Create a learner's journey which addresses the hard (content) and soft (emotional) aspects in a way which fits with real life work demands
- **Implement** - Deliver the course or project
- **Embed** - Ensuring what has been learnt stays in the organisation and continues to be applied

How it works:



Learning2Transform

"I called the QUBE room (qubicle) we met, learnt and worked in "The Potting Shed" It was there that, as a team, we planted and nurtured the seeds of innovation "

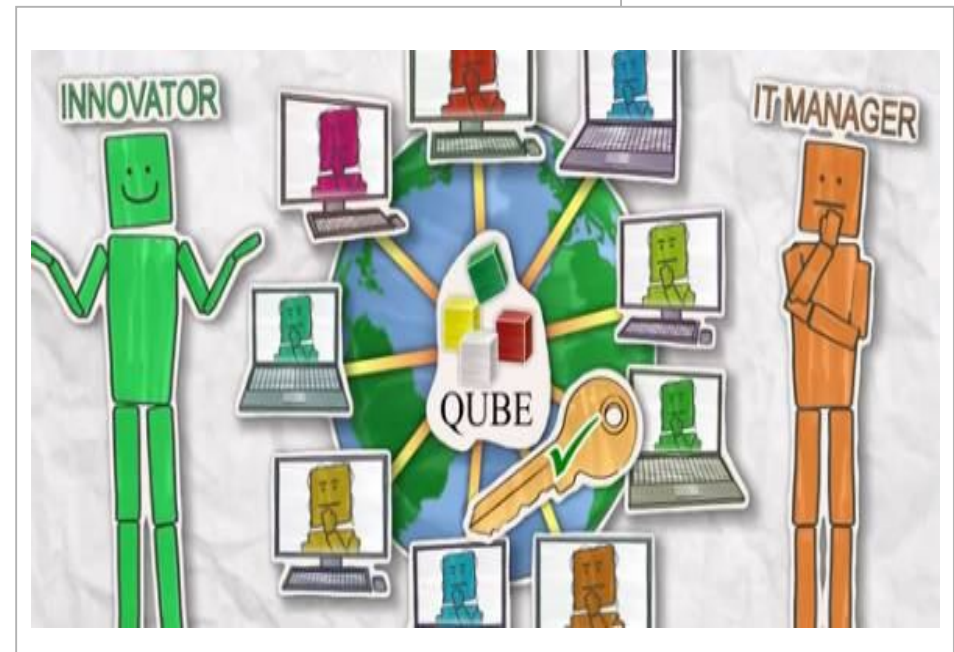
Dr Tammy Watchorn NHS National Services Scotland

What is the security on QUBE?

Working online and storing work rings alarm bells for IT executives so security is just as important to us too.

Each enterprise has a separate organisation not visible to people from outside that enterprise. Rooms (qubicles) have access limited to those granted access by the administrators
All data transfer between users is encrypted.

QUBE's security model uses best practices standards- compliant encryption. All outgoing public, voice and text communication is encrypted.

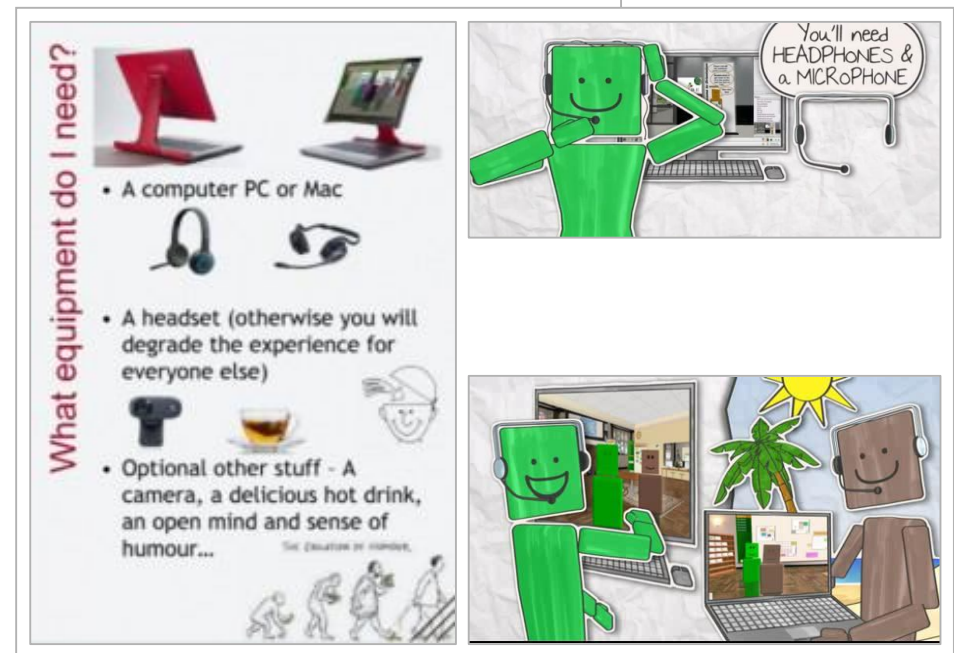


>>> [QUBE Risk Assessment Information](#)

>>> [Pentacle Security Policy](#)

What are the Hardware/ Connectivity requirements for QUBE?

- A computer (Mac or PC) or top-end windows tablet (sorry not for ipads - processor too slow) <Advise a high spec processor and a larger from factor. Small screens are very un-empowering in a three dimensional environment>
- A headset (with microphone)
- Connection to the internet. Check your speeds [here](#)



>>> [Technical Requirements](#)

>>> [Apple Mac: Read Me notes](#)

How is QUBE installed across an organisation?

We do not recommend a 'roll-out'. Instead, QUBE should be made available to people on an 'as needed' basis.

We do not charge individual licence fees for QUBE. Fees are charged for:

- Courses
- Project/ Innovation support
- Adhoc facilitation and education,
- Intellectual Property
- Hosting

QUBE is downloaded with any web browser. Once installed simply enter the EntryPass details (username and password)

Downloads




Download QUBE App for Windows>>

Help FAQ>>



Download QUBE App for Mac>>

ReadMe Notes for Mac>>

QUBE Technical requirements>> IMPORTANT: For Windows XP ONLY 
 You need to have Microsoft dotNet framework installed first 
 You can install dot NET here>>Help FAQ>> What about firewalls and security?>>

<http://QUBE.cc/Downloads>

"Fantastic first experience with using QUBE and interacting (my fears are gone!),"

Isabelle Bellesort **Nippon Sheet Glass**

How about the access barrier and learning curve to be on QUBE?

DOWNLOAD: Only once! <http://QUBE.cc/Start>
🕒 38 seconds

INSTALL: Only once!
🕒 41 seconds

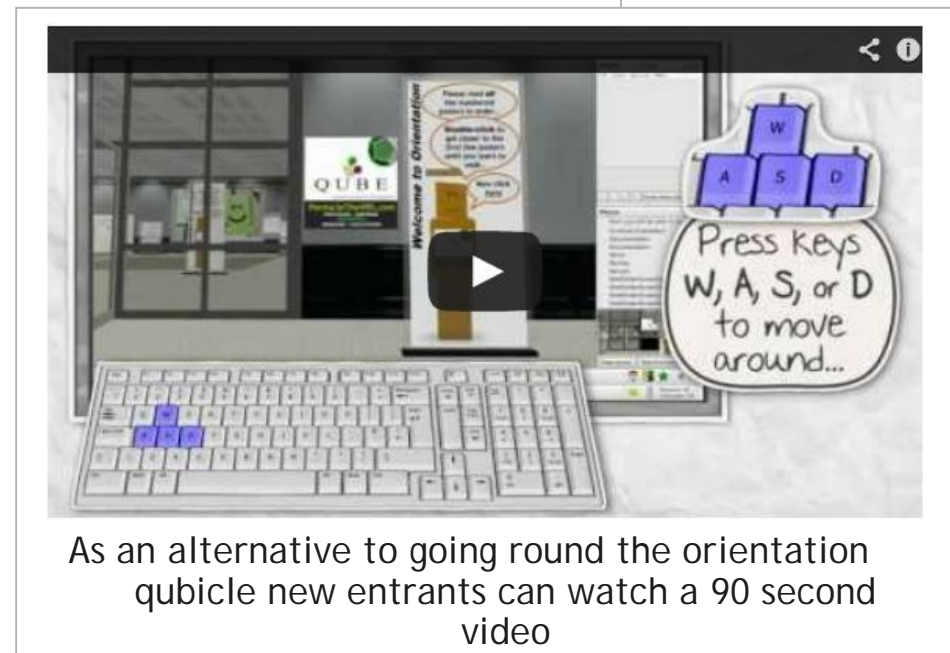
ENTER QUBICLE:
Orientation/ QwikMeet
🕒 25 seconds/ 8 seconds

There is NO barrier to joining a facilitated session immediately

We recommend 5-15 minutes of Orientation in order for participants to be autonomous and feel in control

“Fantastic first experience with using QUBE and interacting (my fears are gone!),”

Isabelle Bellesort **Nippon Sheet Glass**



What is the basis of the Learning Materials?

The concept and practice of World After Midnight (WAM) business has been published in numerous books and articles.



"It felt like being given all the answers to the exam questions"

What is my Short, Medium and Long-term commitment?

We have developed a maturity model to help to explain the process we have discovered clients go through:

Alignment - Understanding needs and developing a relationship

Initiation - Proof of concept, Understanding the effectiveness and benefits of 'Learning and Working without Boundaries

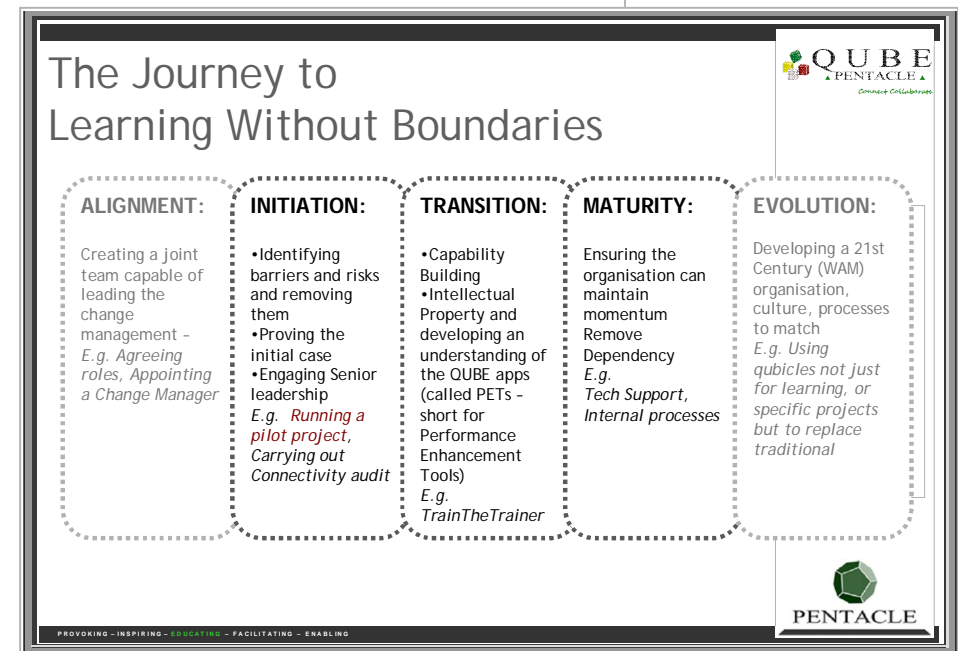
Transition - Gaining confidence and capability

Maturity - Developing independence from Pentacle

Evolution - Continued development

"I found the sessions fantastic and the whole QUBE has to be experienced to be believed!!... "

Erica Hurley Warwick Business School



The Journey to Learning Without Boundaries

ALIGNMENT:

Creating a joint team capable of leading the change management -
E.g. Agreeing roles, Appointing a Change Manager

INITIATION:

- Identifying barriers and risks and removing them
- Proving the initial case
- Engaging Senior leadership
E.g. Running a pilot project, Carrying out Connectivity audit

TRANSITION:

- Capability Building
- Intellectual Property and developing an understanding of the QUBE apps (called PETs - short for Performance Enhancement Tools)
E.g. TrainTheTrainer

MATURITY:

Ensuring the organisation can maintain momentum
Remove Dependency
E.g. Tech Support, Internal processes

EVOLUTION:

Developing a 21st Century (WAM) organisation, culture, processes to match
E.g. Using qubicles not just for learning, or specific projects but to replace traditional

What is my Short-term commitment?

OPTIONS:

- **Course** - Courses can be custom built from scratch/ Adaptations of existing client traditional courses (Conversion costs will apply) or Pentacle Standard courses e.g. Digital Transformation for Leaders/ Delivering Innovation in a Global Business/ L
- leading Dispersed Project Teams.
- **Project** - De-risking of projects through learning and enabling digital working
- **Exploration/ Ad-hoc support** - You can explore possible uses of QUBE supported by a monthly retainer fee starting at £5,000



"Extremely powerful for team-working"
Dow Wolff Cellulosics

What is my Medium-term commitment?

OPTIONS:

- **Course** - See short-term commitment
- **Project** - See short-term commitment
- **Exploration/Adhoc support** - In the medium-term it is common for clients to agree a retainer as they explore how best to use QUBE to develop their business opportunities. The retainer is for six months.
- **Developing an in house QUBE facilitation capability.** We recommend in-house facilitators undertake at least the Foundation and Core course (Cost for a group of 5-10 £1,500 per person)

>>> [More on e-facilitation Course](#)

>>> [QUBE E-facilitation Course Brochure](#)

What is the structure of the course?

There are three levels available depending on your current skill level with online facilitation and your understanding and knowledge of the World After Midnight concepts and approach.



What is my Long-term commitment?

OPTIONS:

- Course** - Can be delivered by the Pentacle tutor team or in-house team. Pentacle will audit the quality of the QUBE facilitation as part of the hosting fee and ensure that the brand and ethos of new ways of working on QUBE are not damaged and that you receive the very best outcomes
- Project** - See above
- Exploration/Adhoc support** - See previous
- Intellectual Property** - Access to and use of Pentacle PETs. Use of third party IP is only allowed with the express consent of the third party £1,200 per month
- Hosting fees** - Based only on the data volume (not the number of users or qubicles etc) Starts at £2400 per quarter



"QUBE is so effective it could eliminate air miles from our lives."

Luca Franchi **Electrolux**

What are the Long-term Development Plans for QUBE?

QUBE Do

QUBE Launcher presence as 'Go To' place on computer (especially Mac)

QUBE Launcher for enabling business communications

Lobby Functionality for recent access and alerts

Integrating API's



"I found the experience, extraordinary. I think it is a credible alternative to physical events of this kind."

Jonathan Norman Gower Publishing

What are the Long-term Development Plans for QUBE?

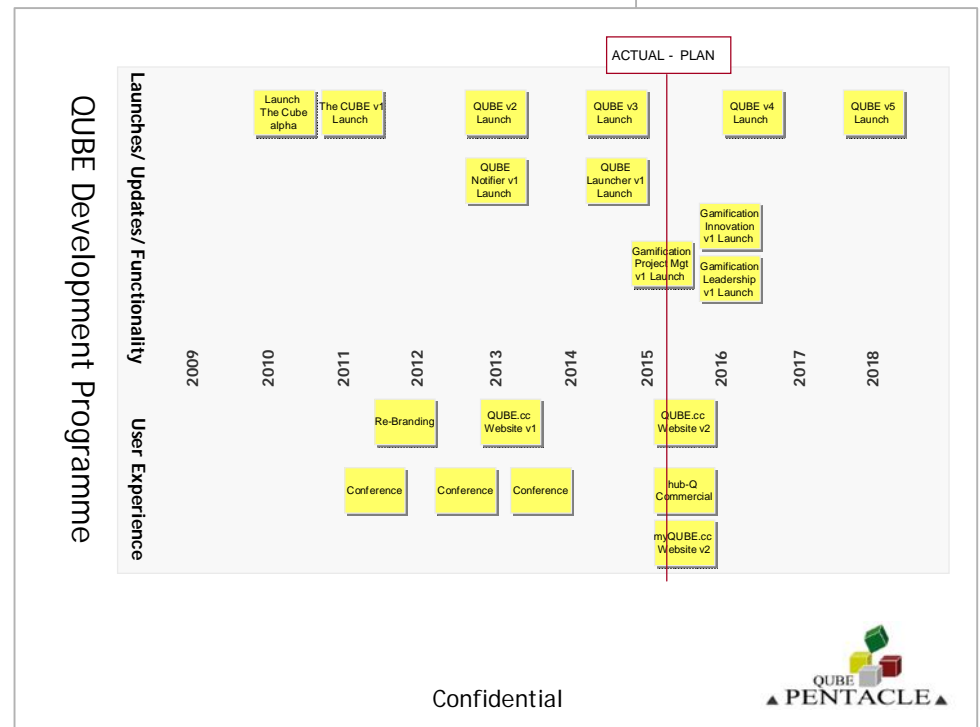
QUBE Ware

The projected development plan runs to 2019

Priorities now are to Develop the Launcher to integrate seamlessly with day-to-day work

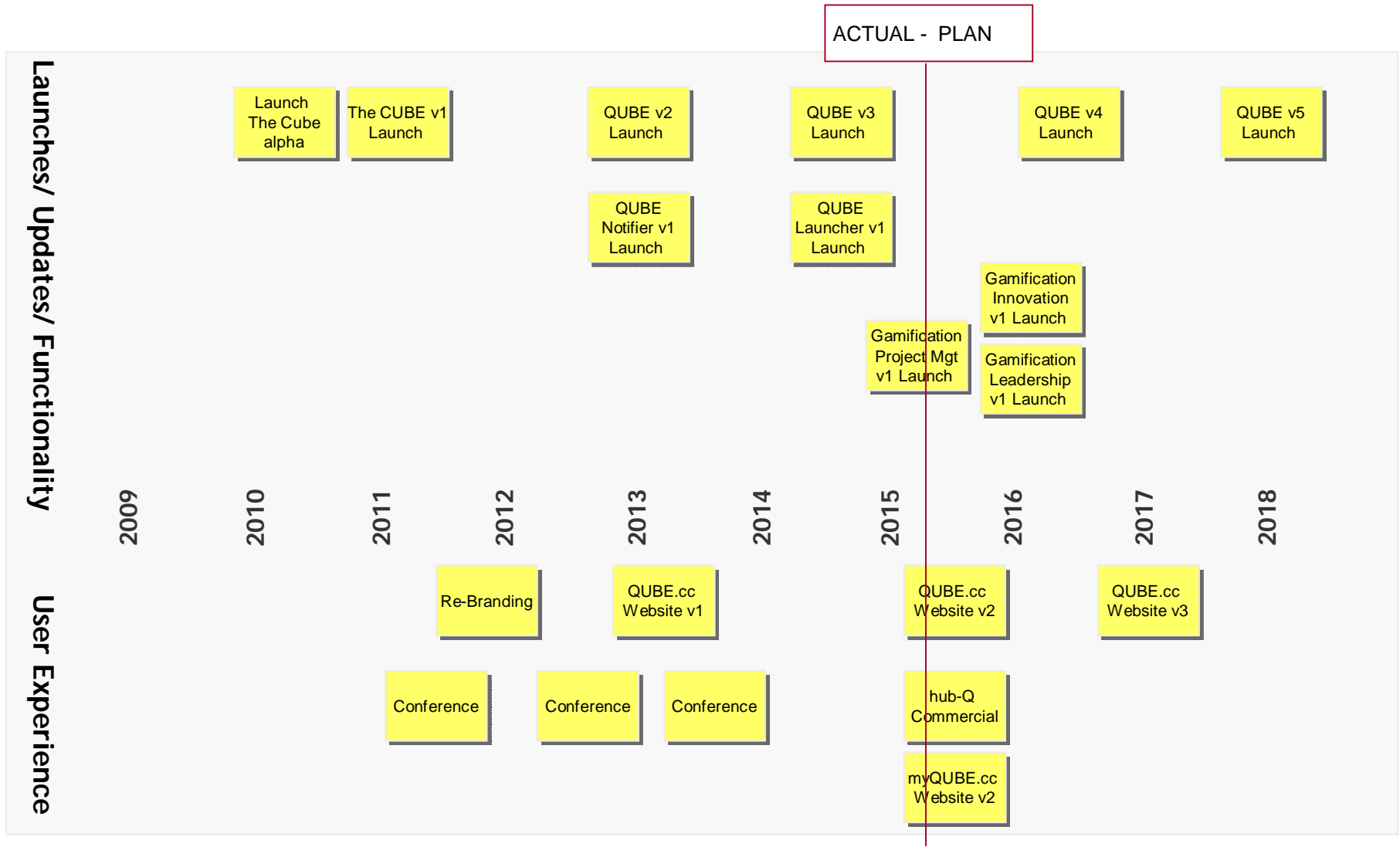
To 'gamify' QUBE to enable dispersed participants to learn leadership skills. (We have just launched the Project Leadership Game)

To accelerate the start-up hub/ small medium sized business offer myQUBE



“QUBE will enable the world to Learn and Work without Boundaries
 Prof Eddie Obeng CEO Pentacle

QUBE Development Programme



Confidential



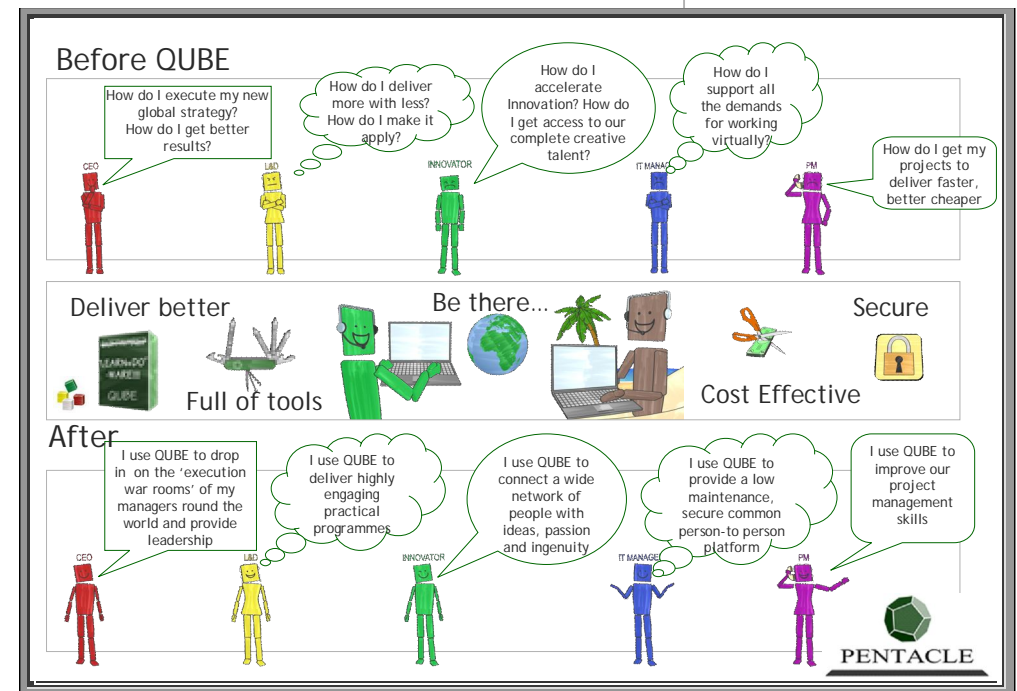
What are the Long-term Development Plans for QUBE?

QUBE Learn

We continue with our programme of developing Pentacle QUBE efacilitation tutors of the highest quality

We are launching a 'Graphic facilitation programme via QUBE making use of the new DrawingBoard capability available in QUBE v3

We are developing a QUBE coaching process to enable global coaching support



"I found the experience, extraordinary. I think it is a credible alternative to physical events of this kind."

Jonathan Norman Gower Publishing

Before QUBE

CEO: How do I execute my new global strategy? How do I get better results?

L&D: How do I deliver more with less? How do I make it apply?

INNOVATOR: How do I accelerate Innovation? How do I get access to our complete creative talent?

IT MANAG: How do I support all the demands for working virtually?

PM: How do I get my projects to deliver faster, better cheaper

Deliver better

Full of tools

Be there...

Cost Effective

Secure

After

CEO: I use QUBE to drop in on the 'execution war rooms' of my managers round the world and provide leadership

L&D: I use QUBE to deliver highly engaging practical programmes

INNOVATOR: I use QUBE to connect a wide network of people with ideas, passion and ingenuity

IT MANAGE: I use QUBE to provide a low maintenance, secure common person-to person platform

PM: I use QUBE to improve our project management skills



Who is on QUBE?

We have people in three areas on QUBE

Private sector:

Public Sector:

hub-Q area:

Open Inspiration Events - We have registered two thousand people over three years

We are happy to connect you to sector relevant clients who can provide testimonials



"I think I really started to understand the Performance Enhancement Tools (PETs) when three people from different companies and parts of the world joined us on QUBE and explained how they had used the PETs in their projects."

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Sacha Sedriks, Creative Director BBC



PENTACLE

What is an example of what can be achieved?

There are many examples of QUBE outcomes at <http://QUBE.cc/Client/clients-cases/>

The info graphic to the right is from QUBE's first ever million mile course! That is to say if we had delivered the programme traditionally participants would have had to travel over a million miles!



"We are building the world's most innovative strategic agency in media at Vizeum. To help us accelerate our transformation globally there is no better way than to use QUBE. QUBE allowed us to develop our Global Leaders and enabled them to work collaboratively to deliver almost instant business innovation improvement. And saved my managers a million miles of travel."

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Thomas Le Thierry, CEO, Vizeum/Dentsu Aegis Network

Where can I find out more?

Pentacle:

<http://PentacleTheVBS.com>

QUBE:

<http://QUBE.cc>

On Twitter @QUBEcc

Professor Eddie Obeng

<http://EddieObeng.com>

On twitter @EddieObeng

- QUBE Explainer Video - Understand what QUBE is and why you need it?
<http://PentacleTheVBS.com/WKS/Chapter1QUBEExplainerVideo.htm#.U8hRo5RdWK8>
<http://QUBE.cc>
- Success Story Video Wolters Kluwer
http://PentacleTheVBS.com/WoltersKluwer_Global_HR_CaseStory.htm
- Success Story PowerPoint Telefonica
http://PentacleTheVBS.com/Telefonica_O2_QUBE_ProjectDescription.htm
- http://PentacleTheVBS.com/Telefonica_O2_QUBE_Article.htm
- Eddie Obeng explains the idea behind QUBE at TED Global
https://www.ted.com/talks/eddie_obeng_smart_failure_for_a_fast_changing_world