maize.

A JAKALA COMPANY

Company profile

01. About

MAIZE is a **strategic design** company, converging **thought with action** and **creativity with data.**

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WE USE STRATEGIC DESIGN TO

Infuse **strategic thinking** in all projects and disciplines.

Impact overall **innovation processes.**

Orchestrate collaboratively a variety of disciplines.

Respond to the **complexity** of changing societies and economic scenarios.

Identify internal and external **innovation opportunities.**

We explore **cultures** and **technologies** to generate **sustainable growth.**

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WE EXPLORE CULTURES TO

Capture emerging **phenomena** that are currently impacting society.

Bring new prospectives from other contexts, systems, and companies.

Understand **deep values and motivations** that drive human behaviour.

Build **inclusive solutions** considering people and the environment they are part of.

We explore **cultures** and **technologies** to generate sustainable growth.

WE USE TECHNOLOGIES TO

Identify and implement new **transformative solutions**.

Experiment, build **POCs,** and quickly prototype novel solutions.

Make **informed decisions** supported by data, facts and real-life scenarios.

Optimize processes and deliver tangible results.

We explore **cultures** and **technologies** to generate **sustainable growth**.

WE ENABLE SUSTAINABLE GROWTH BY

Challenging and **re-imagining current businesse**s, products and services.

Structuring innovation **models and practices.**

Implementing **new ways of working** to support emerging lifestyles and organizational change.

Incorporating our solutions and strategies into **larger systems and networks.**

Our heritage

We were born in H-FARM as a startup back in the days when it was still an accelerator, contributing to its gradual growth and evolution. We were here when **the most innovative campus in Europe** was just a small project, growing our consultancy practice to become an international player in the innovation ecosystem and a dominant part of H-FARM's overall expansion.

We evolved through the years to become H-FARM Innovation, a real go-to partner for innovation strategy all-round for some of the most important brands in Italy and Europe.

In 2017 **we founded MAIZE, a cultural editorial project** as part of H-FARM Innovation, spreading thoughts, opinions, and lively debates about technology, innovation, and society.

2022 was a significant milestone and turning point for H-FARM Innovation, as **we finalized our acquisition by JAKALA** and opened a whole new range of possibilities for growth. Supported by JAKALA **we decided to adopt the name MAIZE** and use it to further strengthen our identity and positioning as an **innovation strategic design company**.

Part of JAKALA

JAKALA, an **Italian MarTech leader in Europe**, helps its clients unlock their business potential by leveraging data, advanced analytics & artificial intelligence, technology, content, and experience design.

Founded in 2000, JAKALA was the first company in Italy to integrate marketing and technology. Thanks to data, JAKALA also helps clients transform successful loyalty programs into more innovative and technological ecosystems, to retain high-value customers and deliver
a more personalized experience.

The company has an international presence with offices in 15 countries (New York, Sao Paulo, Shanghai, Moscow, London, and Milan).

The MAIZE Operating System

We've transformed an ideal into a model, guided by clear principles that drive the most important processes in our organization.

Our own operating system is designed and delivered by the people themselves who adopted the mindset needed in order to rapidly mutate and respond to change.

We setup our model in way that allows individual talent and interest to become the main drivers of growth.

The myriad of backgrounds and skills creates an open system that is driven by simplicity and curiosity rather than hindered by bureaucracy.
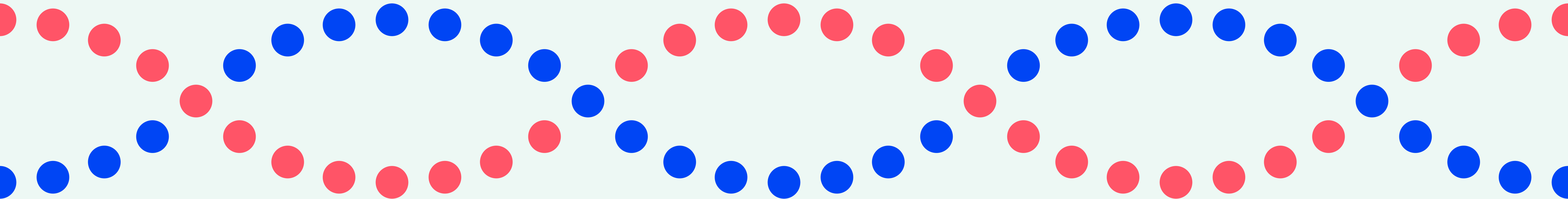
Our principles

1

Distributed responsibility

We are a flat, deadline-driven organization.

2

Leaderful

We organize ourselves by projects without a traditional org chart.

3

Self-determination

We support the growth of individuals.

4

Knowledge

Knowledge management is achieved through collaboration.

5

Capabilities

We value capabilities.

6

Transparency

Real-time, transparent information at every level.

7

Experimentation

We are constantly redesigning ourselves.

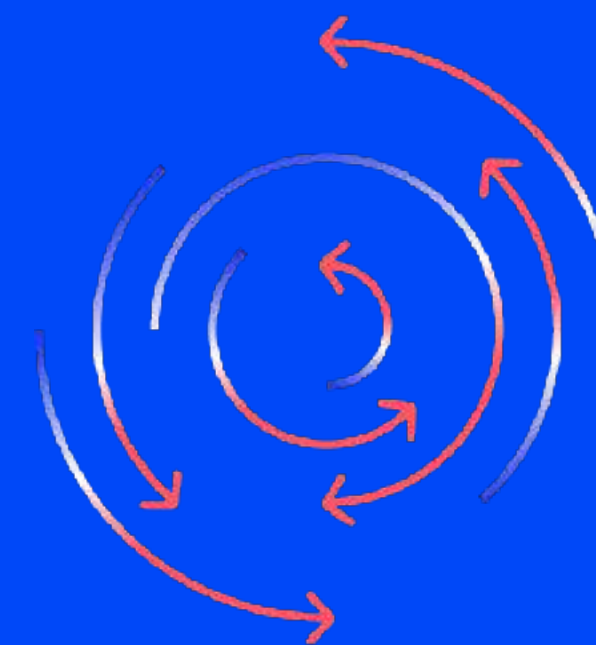# 02. Our services

Our approach

We apply an **eclectic collection** of tools, methodologies
and skills to design **E2E innovative solutions inside and out.**
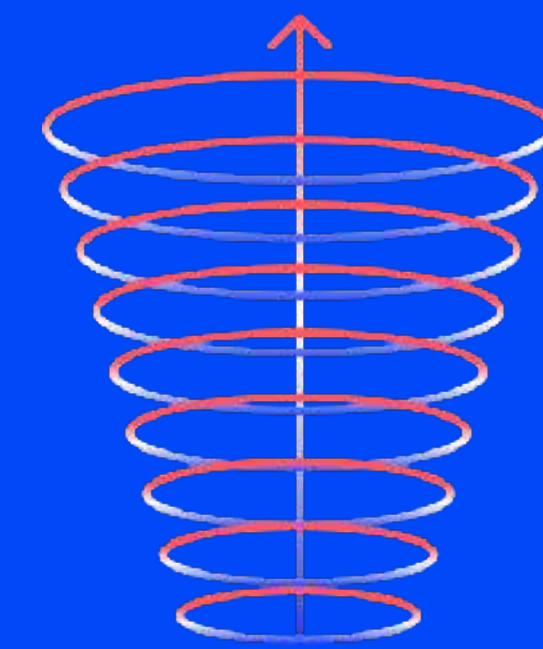
CREATING SCENARIOS

**Unveil opportunities and
collaboratively define new ideas**

By **exploring possibilities** in the midst of enormous global changes,
we have developed the capability to move between heuristics and
algorithm, intuition and logic, inductive and deductive analysis, continuously
creating and **inventing solutions that make sense out of future scenarios.**
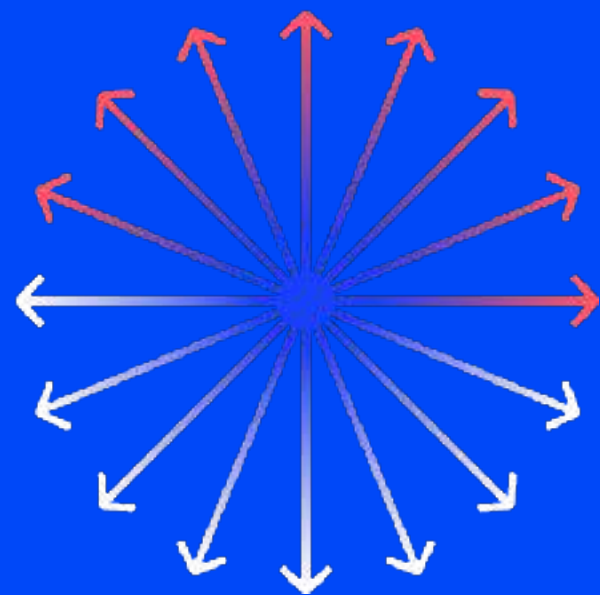
BUILDING
SOLUTIONS

TRANSFORMING
AT SCALE

Our approach

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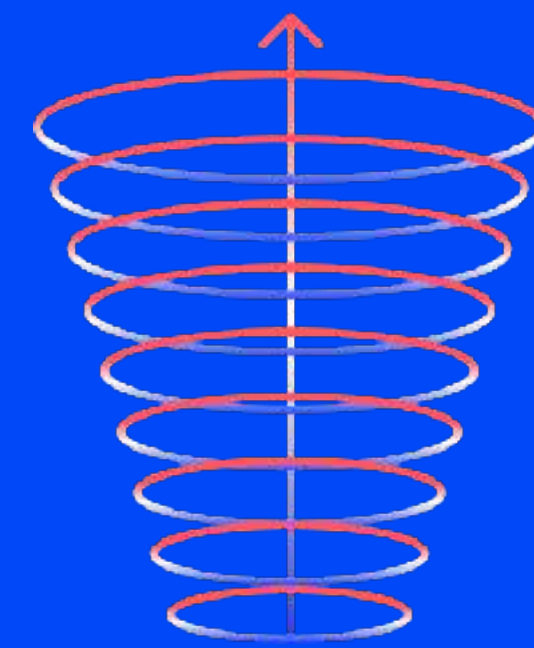
CREATING SCENARIOS

BUILDING SOLUTIONS

**Turn ideas into actionable assets
with rapid hands on implementation**

A constellation of abilities and attitudes to **rapidly shape an idea into
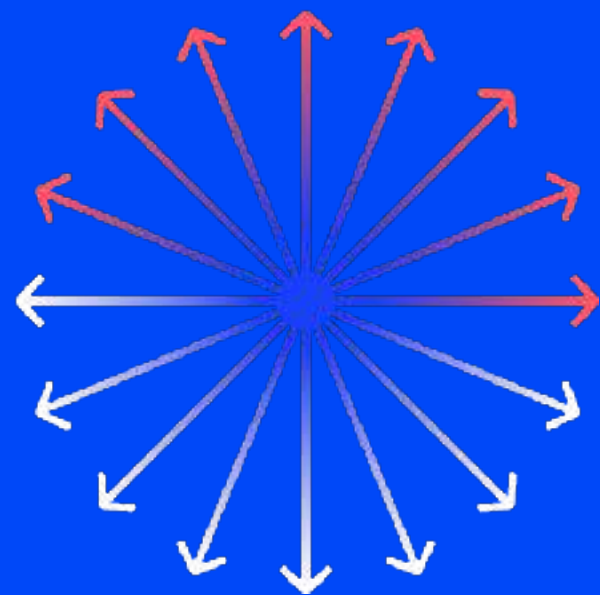an actionable asset** using agile and collaborative methods.
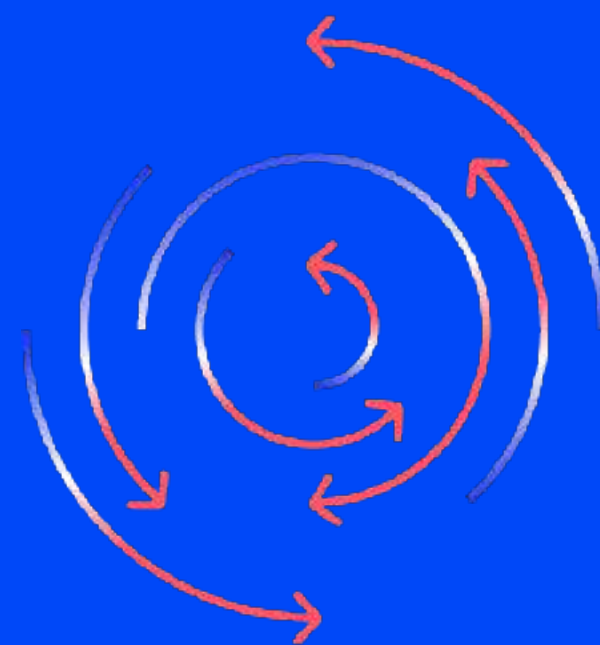
TRANSFORMING AT SCALE

Our approach

We apply an **eclectic collection** of tools, methodologies
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CREATING SCENARIOS

BUILDING SOLUTIONS

TRANSFORMING AT SCALE

**Make organizations evolve with
ongoing support for sustainable progress**

Challenge innovation and promote a **systemic approach** to highlight interconnected dependencies and **expand beyond organizational** transformative **boundaries**.

Our services

Ventures, products and services

VENTURE BUILDING

PROCESS OPTIMISATION AND REDESIGN

OPEN INNOVATION   DIGITAL PRODUCTS

PRODUCT AND SERVICE DESIGN

We help companies design **new business models** and **opportunities**, building initiatives, new products and services with an **end-to-end approach**.

Research and insights

QUALITATIVE AND QUANTITATIVE RESEARCH

DATA ENRICHMENT

MARKET AND CONSUMER TRENDS

STRATEGIC FORESIGHT

We **capture signals**, collect and **analyze market data** in order to identify phenomena and generate insights that lead to a better **understanding of emerging scenarios**.

Brand experiences

EXPERIENCE DESIGN   BRAND IDENTITY

CREATIVE DIRECTION AND PRODUCTION

VISUAL AND INTERACTION DESIGN

EDITORIAL AND MEDIA

We design and deliver experiences to **engage** customers and stakeholders using **critical vision**, **creativity** and **content**.

Transformative innovation

INNOVATION STRATEGY ROADMAP

INNOVATION MODELS

3D AND IMMERSIVE TECHNOLOGIES

AI AND LANGUAGE TECHNOLOGIES

We make innovation an integral and complimentary part of everyday business, using **methods and technologies** to develop a **strategic implementation roadmap**.

Organization and culture

INTERNAL COMMUNICATION

TALENT AND GROWTH

EMPLOYER BRANDING

ORGANIZATIONAL DESIGN

We guide the evolution of **corporate organizational models** suited to the context of change, and design programmes that embrace the entire **people empowerment** ecosystem.

Research and insights

ADIDAS
INNOVATION DISCOVERY

ALESSI
FUTURE VISIONS

ELECTROLUX
CONNECTED KITCHEN

BURGER KING
CONSUMPTION BEHAVIOUR

Transformative innovation

INTESA SAN PAOLO
CONVERSATIONAL AGENT

LORO PIANA
DIGITAL CREATION AND DISCOVERY

DJNova
NOVARTIS DIGITAL JOURNEY

NOVARTIS
DIGITAL JOURNEY

PRELIOS
INNOVATION PROGRAM

Ventures, products, and services

ZURICH

NEW MOBILITY PROPOSITION

IL SOLE 24ORE
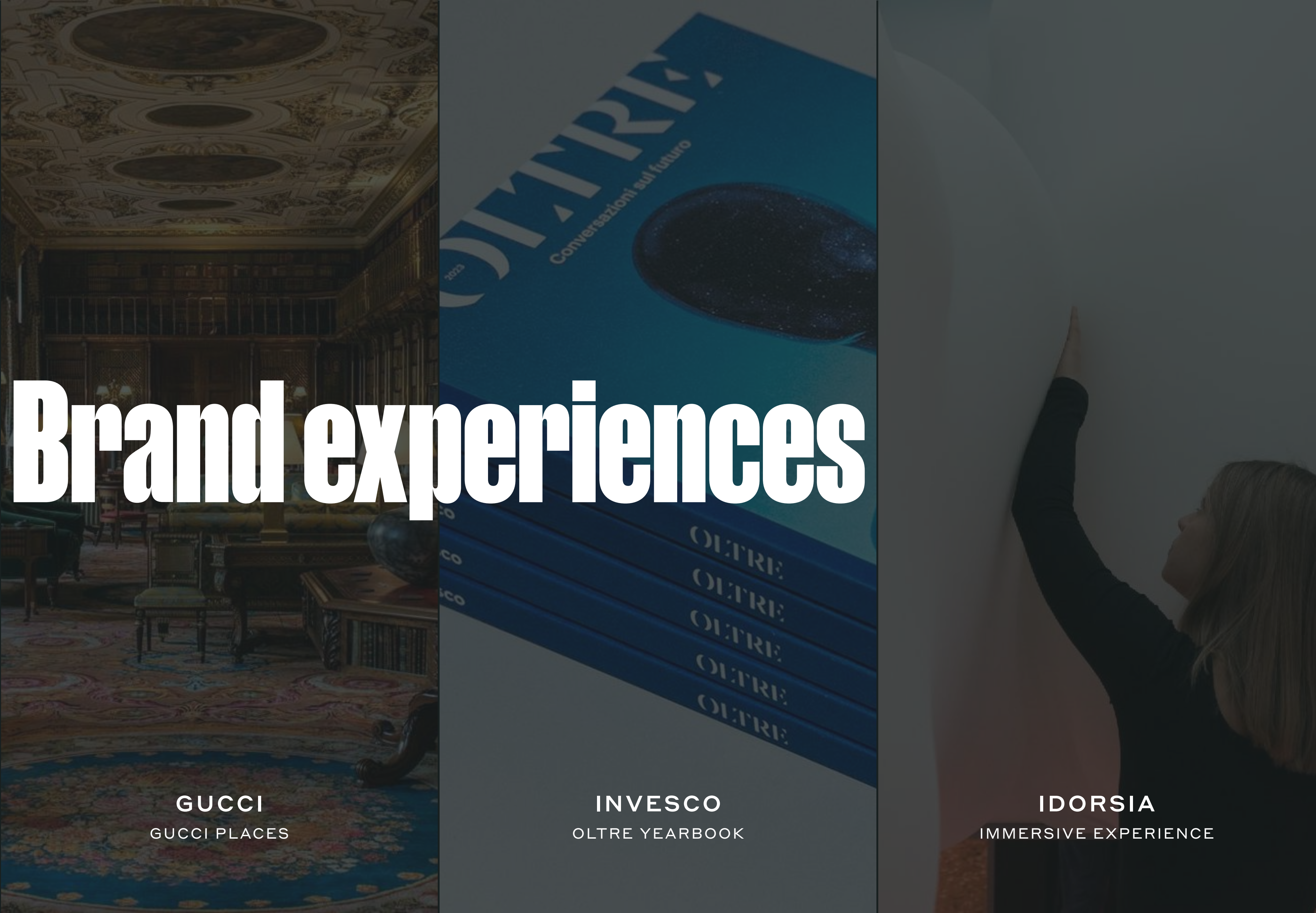
L'ESPERTO RISPONDE

TECHNOGYM

CORPORATE WELLNESS

AGEAS

OPEN INNOVATION PROGRAM

Brand experiences

STIGA
PRODUCT LAUNCH & COMMERCIALS
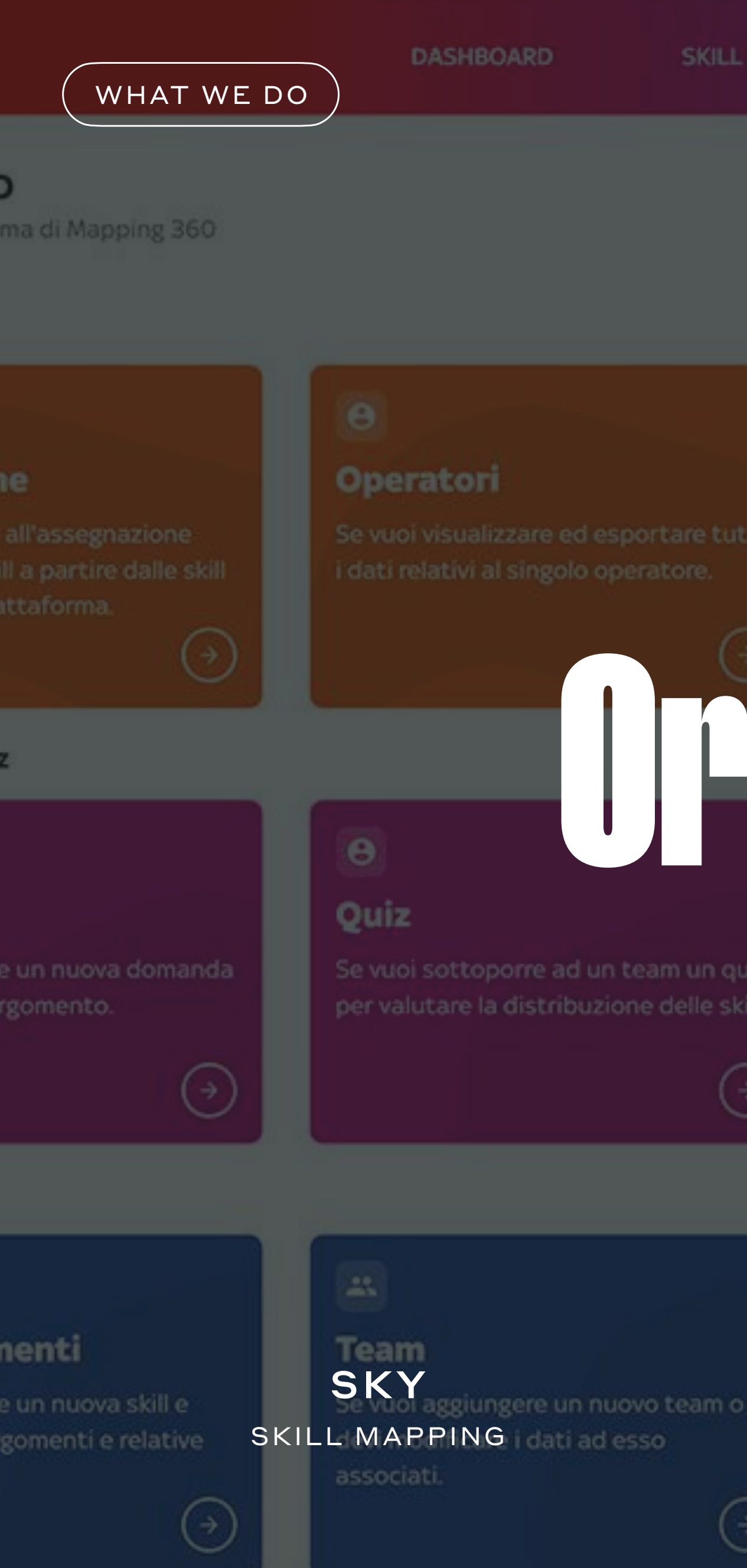
GUCCI
GUCCI PLACES

INVESCO
OLTRE YEARBOOK

IDORSIA
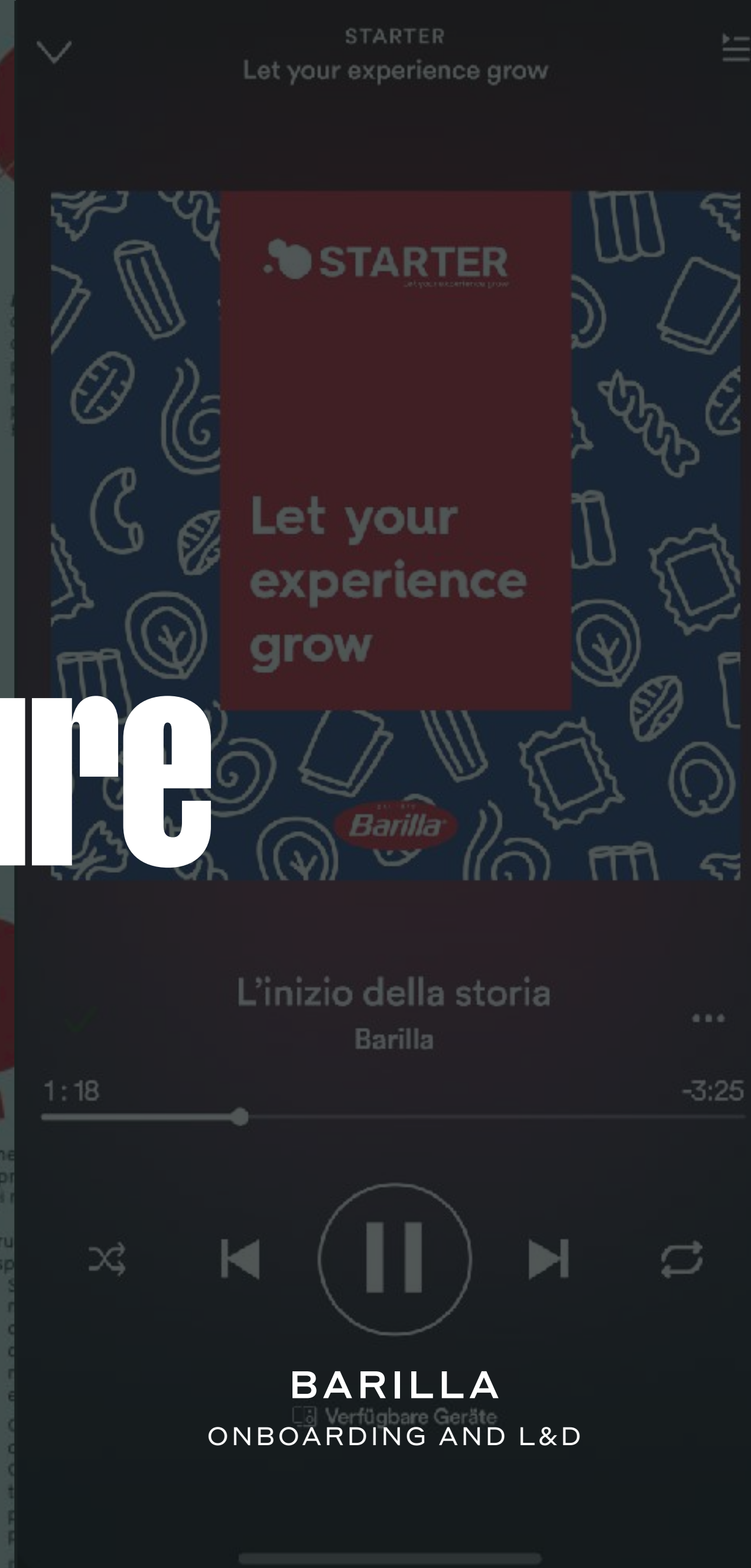IMMERSIVE EXPERIENCE

Organization and culture

SKY

SKILL MAPPING

GENERALI

TRAINING PROGRAM

GUCCI

ORGANIZATIONAL DESIGN

BARILLA

ONBOARDING AND L&D

03. ESG manifesto

At MAIZE, we believe **innovation should be sustainable** by default

We see **sustainable innovation** as a **systemic challenge** that requires systemic changes. We approach all project thinking about the impact on people, organizations, societies and the environment in relation to each other.

Our strategic vision capabilities: our strategic foresight capabilities and our Cultural Factory

Our tools & methodologies: systemic-design toolkits, sustainable idea collaboration assessment tool, regenerative business model canvas
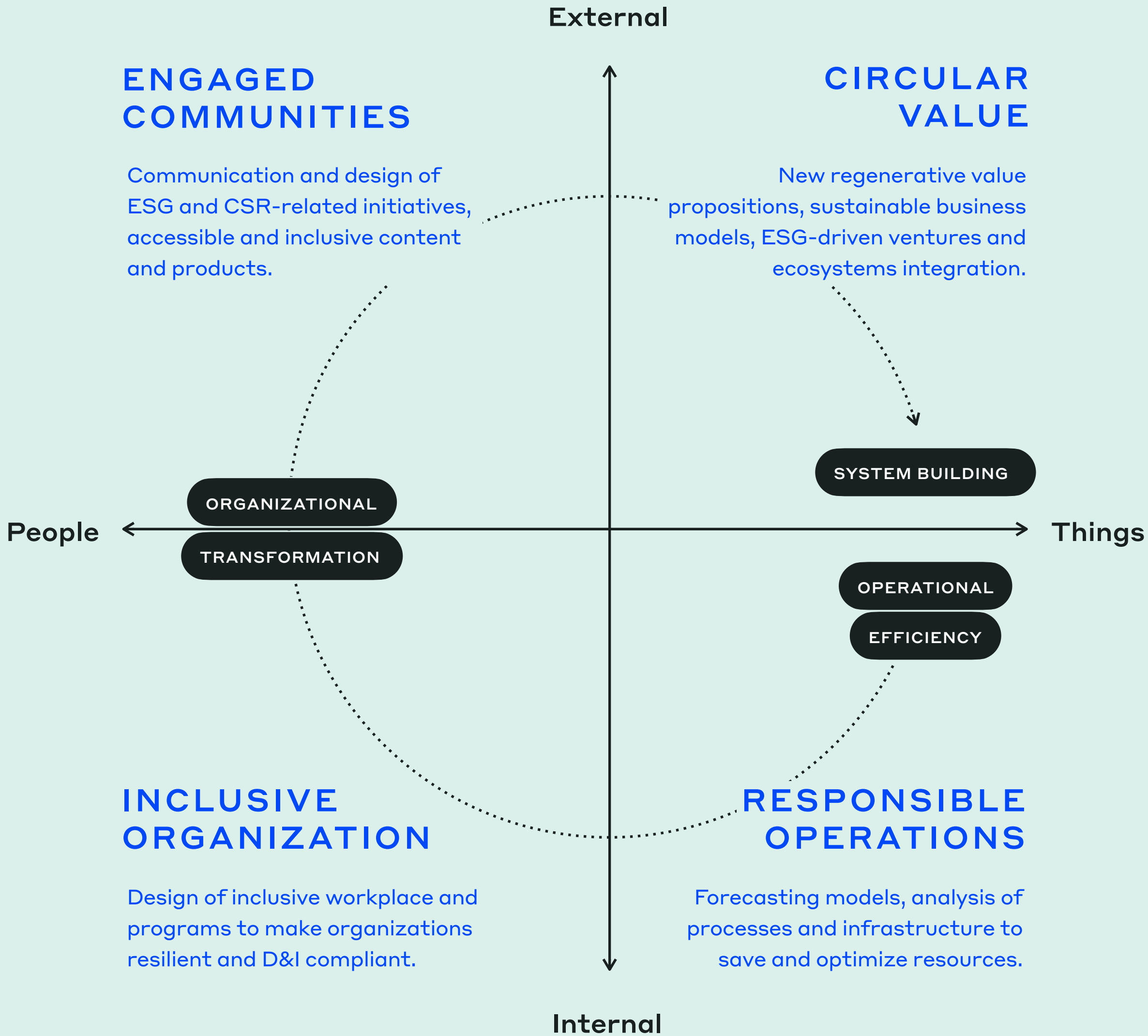
Our networks & partners: our ecosystem approach counts on synergies with trusted ESG and DEI partners for areas where we are not experts

Our ESG areas of impact

We can work on four impact dimensions: **inside the organization and externally, on people and on things** (product services, experiences and systems).

Hence, we operate around **four areas of ESG expertise.**

External

ENGAGED COMMUNITIES

Communication and design of ESG and CSR-related initiatives, accessible and inclusive content and products.

CIRCULAR VALUE

New regenerative value propositions, sustainable business models, ESG-driven ventures and ecosystems integration.

SYSTEM BUILDING

ORGANIZATIONAL

TRANSFORMATION

People

Things

OPERATIONAL

EFFICIENCY

INCLUSIVE ORGANIZATION

Design of inclusive workplace and programs to make organizations resilient and D&I compliant.

RESPONSIBLE OPERATIONS

Forecasting models, analysis of processes and infrastructure to save and optimize resources.

Internal

Sustainable Development Goals

Our projects contribute to the achievement
of some of the 17 Sustainable Development Goals.

The treatment of patients is one of the main focuses of our projects: conversational assistants capable of recommending a **healthier lifestyle**; **inclusive products** and websites; innovation paths to find solutions for people affected by chronic illnesses; **awareness campaigns**.
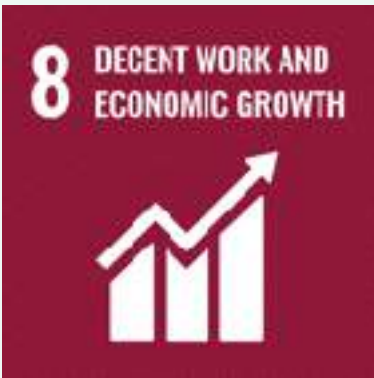
The **growth of people** is the engine that drives every organization forward: we do organizational design, we design performance management paths, and build training and communication paths for companies. Thanks to 3D technology, we also design interactive training programs to protect the safety of workers.

Aligned with the goal of increasing and promoting **social inclusion** are our own projects on accessibility and inclusion: we use technology to eliminate the barriers people with disabilities usually encounter and design inclusive products and accessible platforms.

Our business skills help us analyze and design **sustainable mobility** models that help make cities smarter than ever. AI helps us make use of data and calculate indexes, such as that for **environmental comfort**.

Supply chain waste reduction, research for **more sustainable materials**, the increased **efficiency of production**, and the **reduction on environmental footprint** are some of the goals we can reach using 3D, fast prototyping and forecasting techniques.

04. Cultural Factory

maize.

A JAKALA COMPANY

Our Cultural Factory

The place for what interests and motivates us: our thoughts, insights, and perspectives, as well as those of the people who inspire us. Here you will discover theoretical and philosophical concepts, as well as authentic stories about society, culture, and the future that lies ahead. The MAIZE cultural factory is a diverse, freeing, and human-centered space.

Our FIELDS of study

SUSTAINABILITY AND ECOSYSTEM   RELATIONS AND SOCIETY

TECH PERSPECTIVES   HUMANITIES STUDIES   ORGANIZATIONS

A wide editorial project

Through different formats, unique perspectives,
a community of external and internal contributors, we create
a various catalog of stories. We aim to bring our audience
the pleasure of an intriguing narrative, insights of
knowledge, and deep reflections. The cultural factory is also
a way for us to experiment with languages, media,
and storytelling experiences.

SUSTAINABILITY & ECOSYSTEM   TURNING POINTS

THE END OF THE WORLD MAKES HEADLINES

in conversation with Emily Atkin by Alice Azzolini

Over the last decade, climate change has become
more and more present in newspapers and
magazines. Here's what's changed.

TECH PERSPECTIVES   DOUBT

HOW DOES AI MEASURE UNCERTAINTY?

by Francesca Alloatti

It's clear that technology is expanding options for
sexual experiences, but will it influence how we
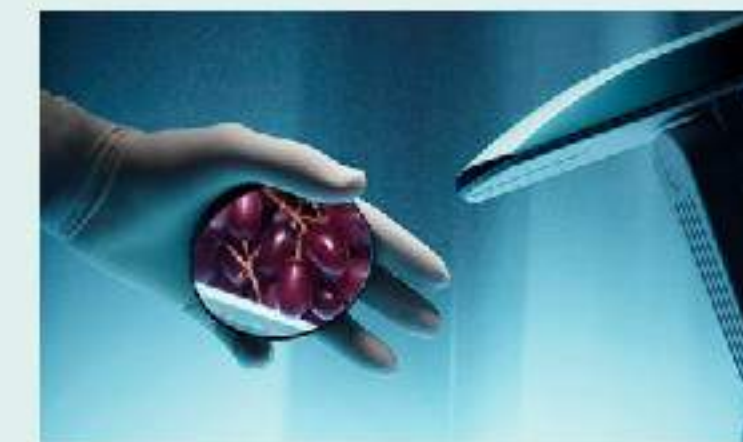interact with and love others?

ORGANIZATIONS   TIME

EXPIRING DECISIONS

What does an organization look like where there
is an expiration date set for everything?

by Tomas Barazza

RELATIONS & SOCIETY   EVOLUTION

DIETARY DARWINISM

As humans can put anything on their plates with
minimal effort, food has taken on a life of its own.

by Henry Albert

RELATIONS & SOCIETY   EVOLUTION

THE WORLD WIDE WEB UTOPIA

Humanity should be the purpose of data and
machines at work, but, that's not quite the case.

by Vittorio Di Tomaso

Frames from the manyworld

This is the magazine published by MAIZE. It explores contemporary themes across multiple domains, from technology to the humanities, in search of cues for possible futures. **We like to refer to this intricate, varicolored scenery as the manyworld.**

Each issue of *MAIZE* is an **aesthetic monograph** that examines a central topic through compelling interviews, reports, short stories, personal essays, visuals, and more.

This magazine is for those who love open discussions, philosophical ideas, and unconventional thoughts; but also for those eager to discover new ways to develop foresight, be inspired, make informed decisions, and participate in the innovation process — **all while staying human.**
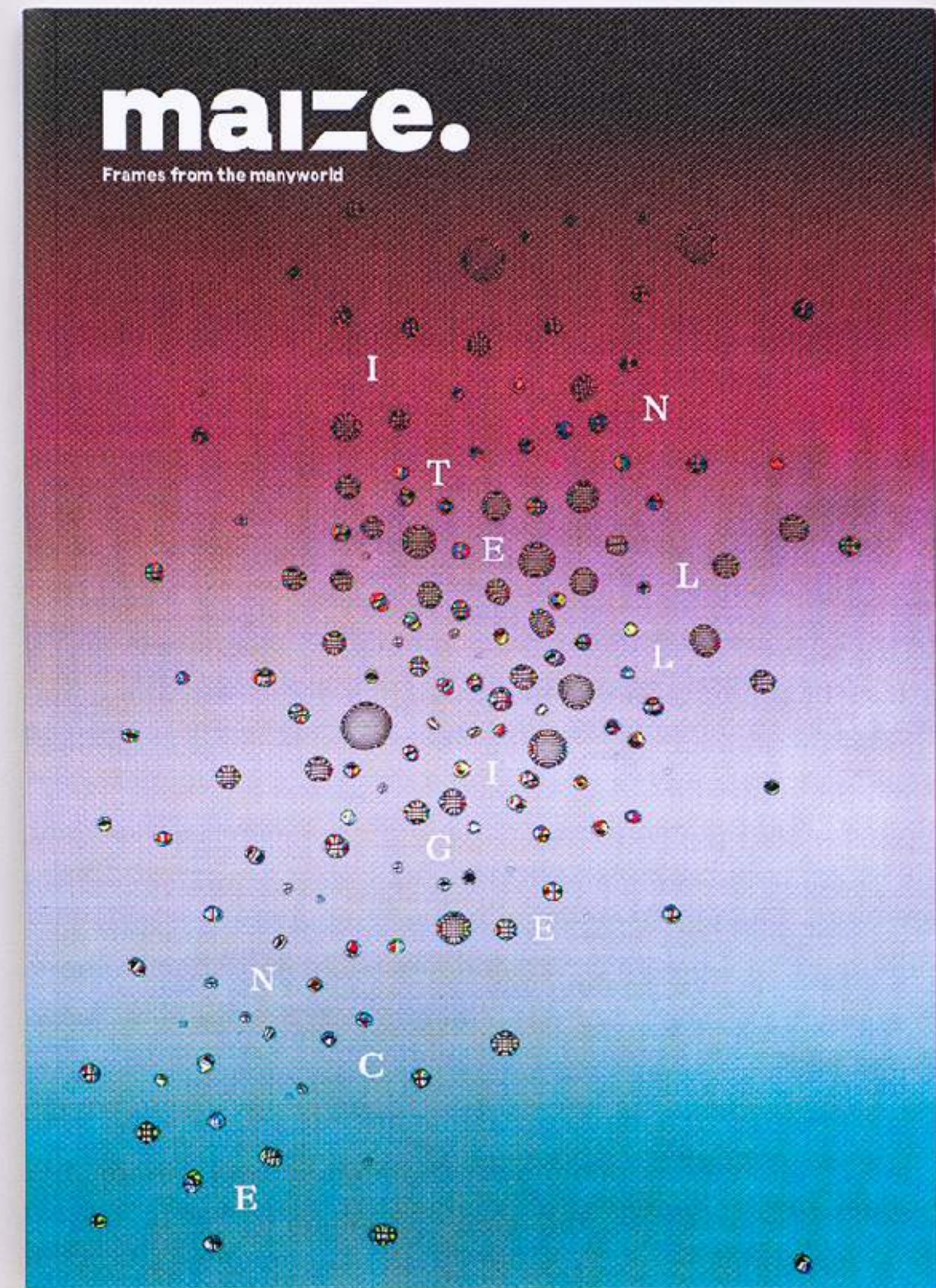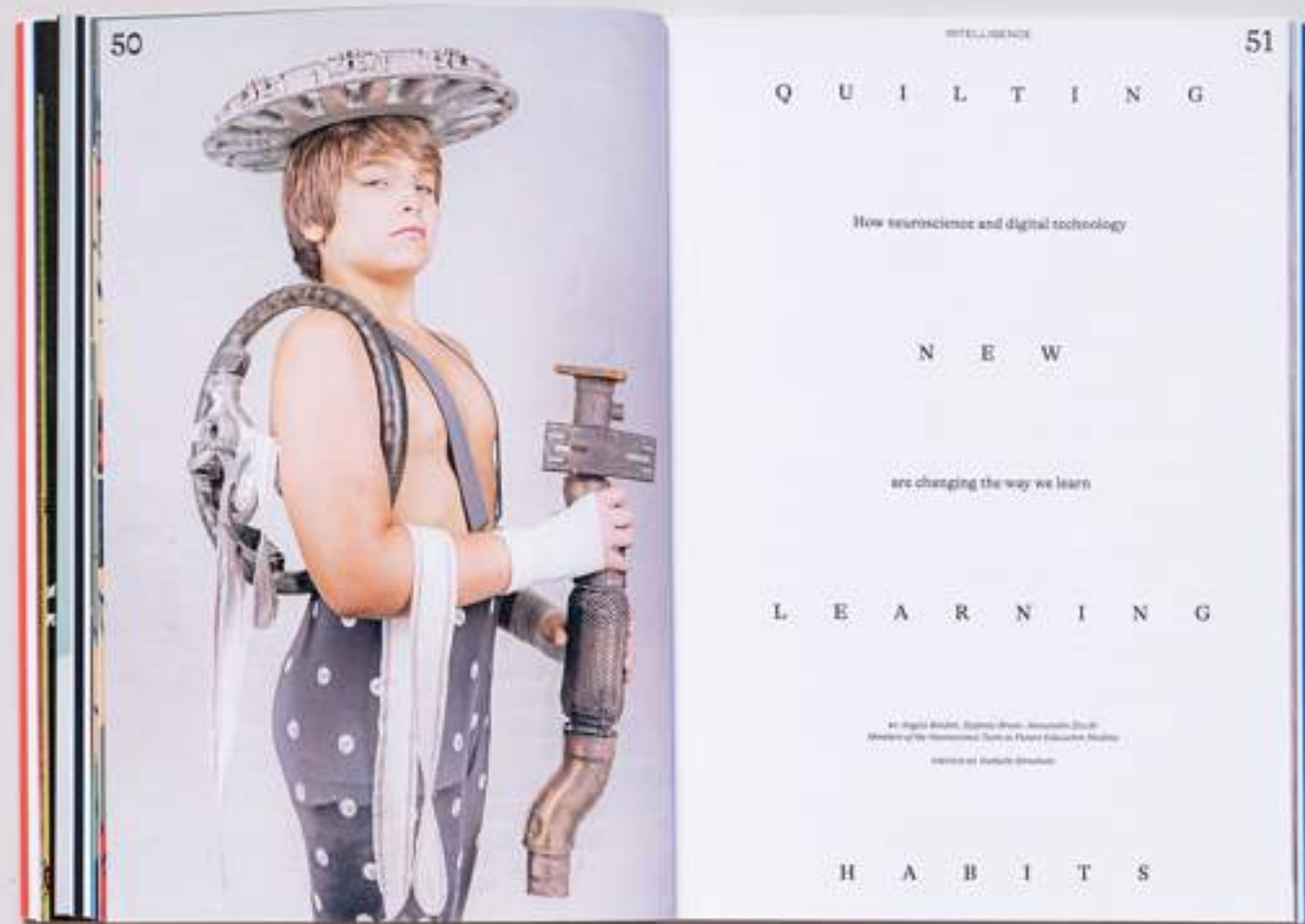
Some of our clients

Where we are

Roncade

Via Adriano Olivetti, 1
31056 Roncade (TV)

Milan

Corso di Porta Romana, 15
20122 Milano (MI)

Turin

Via San Quintino, 31
10121 Torino (TO)

THANK*YOU