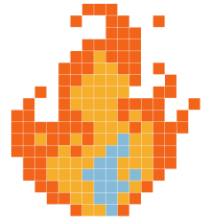
8-Bit Spark



Innovation Catalyst

What Does 8-Bit Spark Mean?

8-bit represents the power of simplicity.

Remember the unpretentious elegance of first-generation computer games? Not a single bit was wasted.

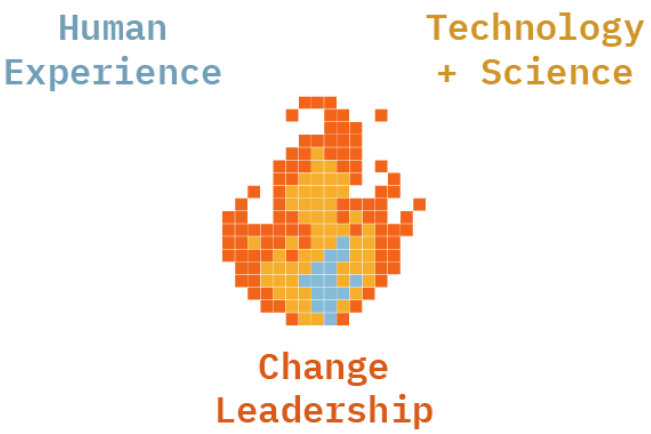
As creatives, 8-bit also pays homage to chiptune and the 256-color pixel art we love. That spirit of joyful simplicity and community embodies who we are and how we do what we do.

True innovation catalyses human experience, technology + science, and change leadership.

We work with interesting and innovative people who are doing interesting and innovative things.

That's how we bring your ideas to life.

Our Approach



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We Are 8-Bit Spark

Health systems need a lot of data and technology to manage patient care. Over 3 decades, Michael developed aptitudes in IT, Analytics, and AI.

Built and led a team of 80+ analytics professionals at Vancouver Coastal Health. Led the redesign of UBC Hospital as well as the prediction model relaunch of BC's Emergency Department (ED) Wait Times site. Served as Founding Chair of the Vancouver Analytics Board.

Avid musician, bird watcher, rock climber, BBQ pitmaster, and sailor.

Michael Li

Liz Hunt

An Aerospace Engineer who interned at NASA, Liz built expertise in mobile/web design, development, and testing over 3 decades.

Led the global redesign of the map within Google's ecosystem and relaunch of the Starbucks App. Grew the largest technology team to 35+ professionals at frog, a global creative consultancy. Delivered solutions for over a hundred clients including Disney Parks and LEGO Mindstorms.

Passionate about reading, sailing, cave diving, and flying.

We're classically-trained technologists with cutting-edge knowledge.

Adjunct Faculty + Arbor Award University of Toronto	**2 x Health Care Quality Team Award** 3M
3 Design Patents Google	**Organizer + Design Facilitator** MIT D-Lab's IDDS

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Client Testimonial

Spatial Sound Dynamics Lab

Mirko Vogel

Rob Calder

“8-Bit Spark is absolutely incredible to work with.

A mesh of expertise like theirs linking so many parts of our technical, human, and scientific worlds is rare.

Without Michael’s and Liz's insights, our company, ideas, and products would not be anywhere near where they are today.

We love working with both Liz and Michael, and would highly recommend 8-Bit Spark to anyone who has complex problems to solve, interesting ideas to nurture, or a thirst to grow what they do beyond their borders.”

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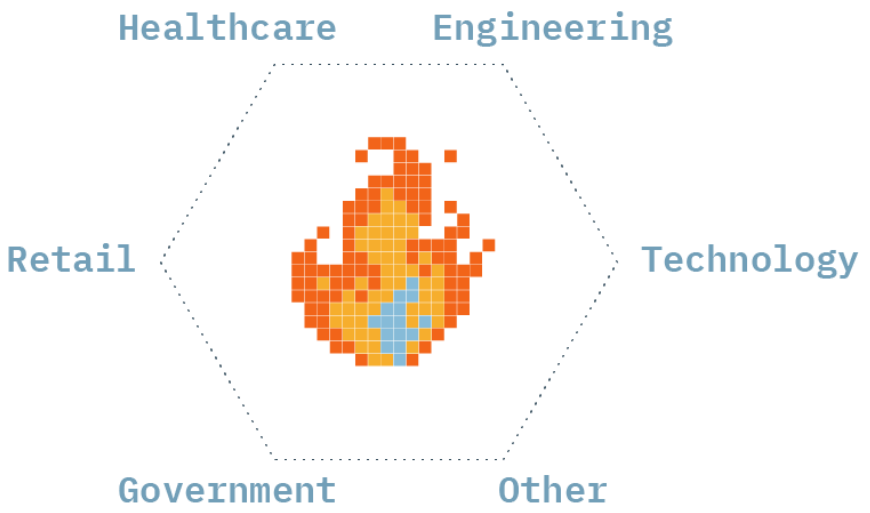
Why Choose 8-Bit Spark?

You need to innovate to compete. Whether you're a product-based company trying to find the next big thing or a service-focused company wanting to improve your operations, you'll benefit from our:

- Fusion of product + service thinking that **brings your ideas to life via world-class solutioning and human experience design**
- Unique combination of strategic mindset and hands-on tech skills that **expedites your path to a cost-effective Proof-Of-Concept (POC)**
- Global network of diverse relationships from academia to private equity that **gives you access to the right people + funding to fuel your innovation**
- Co-creation approach that **helps you build innovation capacity directly within your organization**

Our Multi-Industry Expertise



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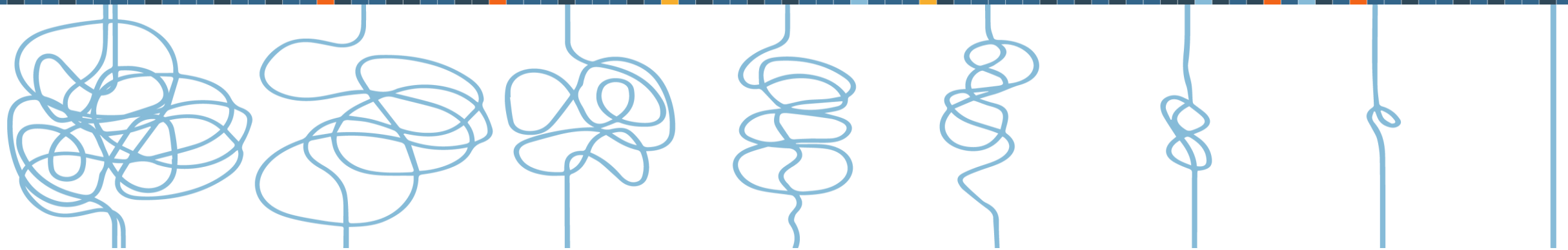

DISCOVER » DEFINE » DELIVER

8-Bit Spark's Offerings

Innovation Cycles + Fractional Leadership

Partner with us to take innovation in your organization to the next level, starting with your first **Innovation Cycle**. With each iterative cycle, we bring whatever skillsets are needed.

Alternatively, we can augment capacity in your organization through a **Fractional Leadership** role. Need a temporary or interim Chief Technology Officer or Chief Product Officer? We can help.

Ready to start your first Innovation Cycle? Interested in Fractional Leadership? Let's bring your ideas to life! Schedule a free 20-min chat, or contact us for more information.

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THANKS!

8-Bit Spark