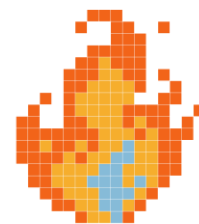


8-Bit Spark



Innovation Catalyst



Execution breaks in the gap between board and build.

When strategy, solution design, and technical implementation drift apart, cost and complexity grow. 8-Bit Spark works across all levels of your organization to keep your vision + values aligned with what ships, and leaves the capability within your team.

Our approach is designed to build capacity within your organization. We combine hands-on co-creation with coaching, mentoring, and workshops so that expertise stays with your team after the engagement.

Let us get you from “what if?” to “it works.”

8-Bit Spark's Founding Partners

- 20+ years in health informatics, analytics, and AI leadership
- Scaled Vancouver Coastal Health's analytics team from 25 to 150 people; launched clinical text analytics
- Led the UBC Hospital revitalization; secured \$20M+ in capital funding and approval for the operating model, clinical program, and budget
- Directed a \$4M regional analytics portfolio spanning quality, patient safety, and experience
- Executive Chair, Vancouver Analytics Board (2020–2023); Certified Health Executive; University of Toronto Adjunct Faculty; two-time 3M Health Care Quality Team Award recipient

Michael bridges technology, strategy, and healthcare operations.



Michael Li



Liz Hunt

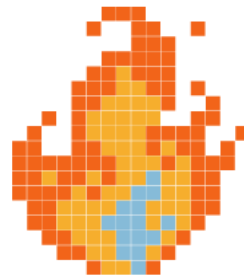
- NASA-trained aerospace engineer; 25 years building consumer products
- Led the first coordinated Google Maps ecosystem redesign: 1B+ monthly users, 100+ people, and ~24 teams; inventor on three design patent families
- Shipped Starbucks' core mobile apps at ~14% of U.S. tender, with 10M+ active customers and 5M+ weekly transactions
- Built frog's largest technology team (~35 people); grew Disney's inaugural MagicBand account past \$11M
- Statutory director of Smith Assembly through B Corp certification and responsible wind-down; completed ICD Governance Essentials

Liz bridges systems thinking, product strategy, and creative technology.

How does 8-Bit Spark deliver?

Our Assess » Architect » Activate methodology gives us three places to begin. Each can stand alone; together, they take a solution from clarity through implementation.

Some engagements need sustained leadership. We also step into Fractional Leadership roles when you need senior product, technology, or data leadership embedded for a period of time.





What makes 8-Bit Spark unique?

The same two people stay on the work.

You get Michael and Liz, not a senior pitch team followed by a handoff.

Strategic at board level. Credible at build level.

We can shape the strategy, review the architecture, and work alongside the people implementing it.

We co-create and build capacity.

We build with your team rather than for them, so capability stays in your organization.

Cross-industry pattern recognition.

Our backgrounds span consumer products, technology, healthcare, engineering, and entertainment.

UPRATE™ — Our AI Appropriate Use Framework



USABILITY

Do your user interface and user experience support the needs of humans and any other users?

PRIVACY

Can you ensure data (how it is collected, stored, and shared) is secure and follows applicable regulations?

RESPONSIBILITY

How does your governance need to be modified to ensure accountability and legal compliance?

APPLICABILITY

Is AI truly necessary for your solution, or would automation or another tool suffice?

TECHNOLOGY

How will you validate, monitor, and maintain AI to achieve accuracy, reliability, and wisdom?

ETHICS

What standards, code of conduct, and values do your organization and industry follow or mandate?



Emma Leck

Client Testimonial

Vancouver International Film Festival



“Partnering with 8-Bit Spark is really enjoyable!

They are terrific at breaking down their detailed expertise into easy-to-understand next steps, and their templates and structured approach to strategic decisions is already helping us transform our processes in exciting ways.

We highly recommend 8-Bit Spark. Their kind approach will help you better leverage your data and technologies.”



Mirko Vogel



Rob Calder

Client Testimonial

Spatial Sound Dynamics Lab

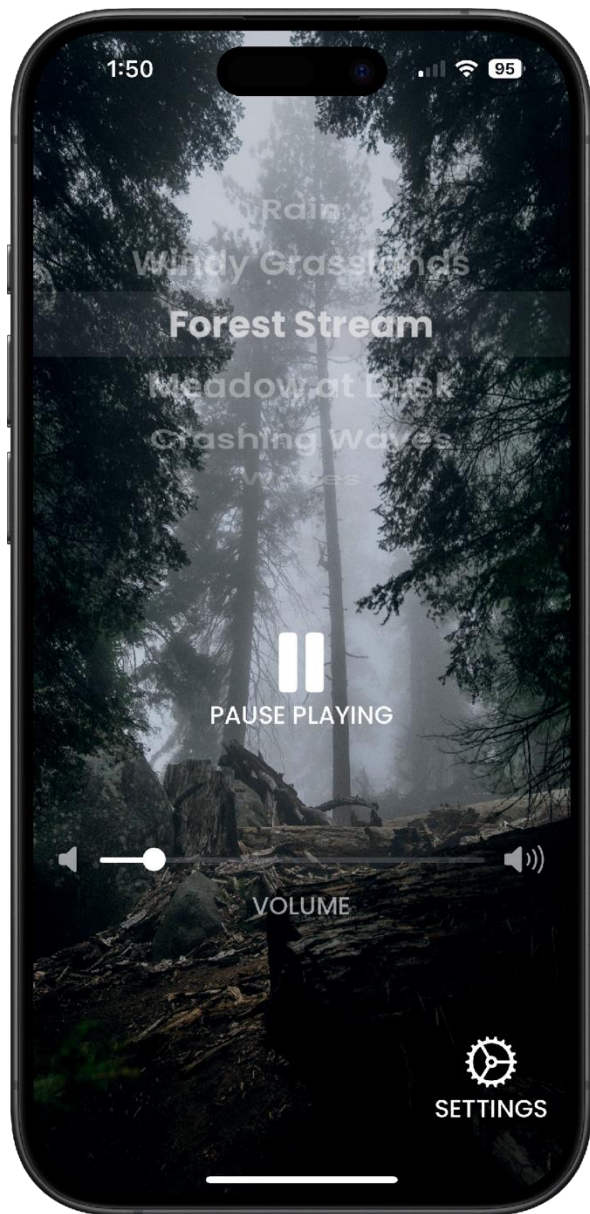


“8-Bit Spark is absolutely incredible to work with.

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. ”



Engagement Overview

Spatial Sound Dynamics Lab



Role

Fractional Leadership

Description

Vaudeville Sound Group wanted to monetize existing assets and expand beyond the entertainment industry.

Solution

We helped turn existing sound technology into a new healthcare-focused business: shaping the business model and go-to-market strategy, then leading product architecture, development, analytics, and an initial therapist beta program.

Result

Co-wrote a technical whitepaper. Led design, architecture, development, and QA of an iOS app and analytics solution. Enabled engagement with a formal healthcare system.



Engagement Overview

McElhanney

Role

Coaching

Description

McElhanney, a leading engineering and geomatics firm, wanted to strengthen its internal capability in innovation and product management.

Solution

Liz judged the Advanced Research & Technology's department's inaugural 'Shark Tank'. We also delivered 3 company-wide hands-on Product Management Workshops, which were attended by McElhanney's leaders and other key employees.

Result

Six initiatives received funding following the 'Shark Tank'.

Agenda

McElhanney Product Management Workshop

1. Introductions [≈5 Min]
2. Hands-On Icebreaker [≈15 Min]
3. Intro To Product Management [≈45 Min]
 - a. Product Management Discipline & Role
 - b. 'Design For' vs 'Design With' vs 'Design By'
 - c. Discover » Define » Deliver Framework
 - d. Supporting the Customer Journey
4. Intro To Best Practices [≈35 Min]
 - a. 3 Of Our Favorite Traditional Best Practices
 - b. JEDI, Relationships, & Sustainability
 - c. Newer Concepts
5. Wrap-Up Discussion + Q&A [≈20 Min]

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Product Management Discipline & Role

Seek Ways To Balance Design, Technology, & Business



What It Is

- Project Management
- Design/Technology Leadership
- Product Marketing

'Design For' vs 'Design With' vs 'Design By'

Strive To Co-Create Solutions With Your Users



Discover » Define » Deliver Framework

Adapt To Fit Needs Of Your Product, Team, & Organization

Discover

- Context
- Goals
- Constraints
- Research

Define

- Ideation
- Prioritization
- Validation
- Refinement
- Planning

Deliver

- Prototype
- Launch
- Iterate

» Vision, Strategy, & Roadmap

» Valuable, Usable, & Feasible

» I/ Discover

» I/ Deliver

Supporting the Customer Journey

Actively Guide Users Through Every Stage Of The Customer Journey

	AWARENESS	CONSIDERATION	PURCHASE	EVANGELIZATION
Typical Questions	What Questions	Which Best Questions	Detailed Questions	Example Questions
Essential Outcomes	Attention, Needs/Interests, Brand	Curiosity, Confusion, Overwhelm	Decision-making, Commitment, Ownership	Pride, Satisfaction, Repeat
DATA CHANNELS & TYPES	Outbound Prospecting, Social Media, Blog	SEO, Webinars/Blog, Email Communications, Earned Media	Referrals, Reviews, Direct Response, Sponsorship	Solution (Case-Study, Testimonials, Referrals, Support, Community)
Call To Action (CTA)	Best	Best	Best	Best
Other Actions To Anticipate	Micro-Post	Micro-Post	Micro-Post	Micro-Post
POST-ACTIONS	One Post	One Post	One Post	One Post

SodaStream—Ideate & Prioritize

It's Your Turn! (10 Minutes)

- Collaborate With The Same Person As Before
- List Possible Design, Tech, & Business Improvements
- Choose One That Best Balances All Those Perspectives

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Remember

Invest In Improving Accessibility, Consistency, & Simplicity
Nurture Relationships With Team, Users, Communities, & Partners
Take Every Opportunity To Continue Growing & Evolving



Great! But How Does That Apply To McElhanney?

You Can Use These Concepts Anywhere/Everywhere (In Work & Life)

Taking Care Of Clients

- Making and connecting help folks thrive. Could you incorporate hands-on activities or conversation prompts at the beginning of client kick-off and collaboration meetings?
- The product management triple-venn-diagram is Design, Technology, and Business. How could your company's leadership encourage and reward you and your team for better balancing all three strategic domains?
- How could you improve feedback channels with clients? Could you involve them more deeply in ideation and solutioning, as well as throughout the project lifecycle?
- How might the customer journey change throughout the product lifecycle (development, launch, growth, maturity, and decline)?
- Accessibility, consistency, and simplicity improve usability, reduce costs, and drive success + impact. What's one thing you could do today in one of those areas?
- Connecting is essential. How could you strengthen your relationships with your clients, local communities, and nature?

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Client Testimonial

These Hands GSSE



Thabiso Mashaba

“I had the honour and privilege of working with Liz when she was a Participant Experience Coordinator and Design Facilitator at IDDS Tairāwhiti 2024 (our hands-on International Development Design Summit in Tolaga Bay, New Zealand).

She is a great team leader with exceptional skills of unearthing and developing talents, and getting people to work together towards a common goal albeit their different skill sets and knowledge.

So, if you're looking for community engagement, community empowerment, skills and knowledge transfer, or getting teams to work well together, I highly recommend Liz and 8-Bit Spark.”



Engagement Overview

MIT D-Lab & These Hands



Role

Innovation Cycle + Coaching

Description

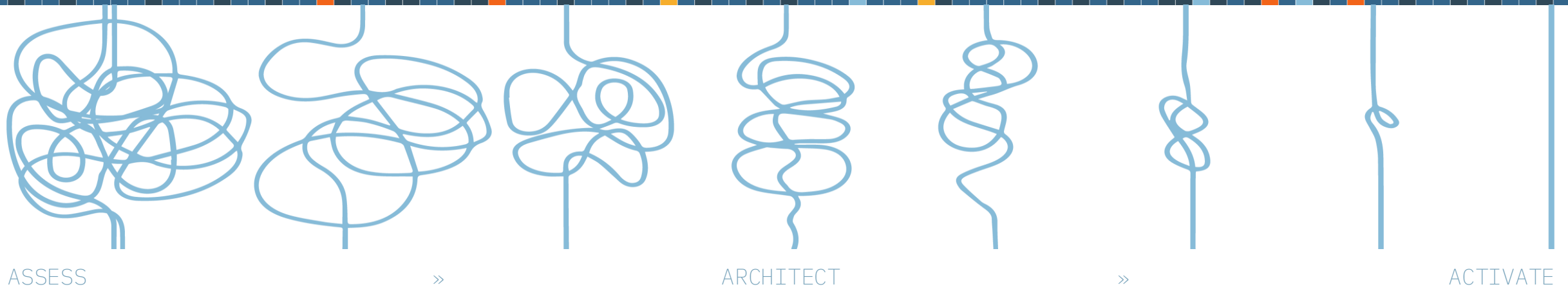
IDDS Tairāwhiti 2024, an international development design summit, co-created 6 technologies and businesses to improve livelihoods in 3 Māori communities in New Zealand.

Solution

Liz facilitated and participated in the '*Taniwha Connections*' team (which evolved a tool for monitoring deposited sediment in creeks, streams, and rivers) by providing a range of ideation, design, maker, and business support throughout the summit.

Result

Mentored a multicultural team. Co-created a tool. Streamlined and digitized data collection. Advised on implementation plan.



8-Bit Spark's Services

Three ways to engage. Each can stand alone. Together, they form a complete path from clarity to launch.

Some engagements have a defined scope, others need sustained leadership. We also step into fractional executive roles when you need senior product, technology, or data leadership embedded for a period of time.

Bring us the problem, the constraint, and the budget. Schedule a free 20-min chat or [email us](#) for more information.





Thank you!

8-Bit Spark 