

ORANGE SPARKLE BALL CAPABILITIES

STRATEGIC PROJECTS | WORKSHOPS | PROGRAM ACCELERATION

GOVERNMENT | NGO | PRIVATE INDUSTRY | PUBLIC/PRIVATE PARTNERSHIPS

Orange Sparkle Ball is a cross-industry innovation accelerator aiding in moving cutting edge ideas and initiatives forward. Sitting at the junction between startup technology and organizational pain points, Orange Sparkle Ball works to structure and run pilots that demonstrate proof of the future state, create multi-faceted communication strategies to leadership and stakeholders, and develop spaces that support progress toward KPIs. Experience with Government, Fortune 500 Companies, Tech Startups, Venture Capital Firms, Accelerators, Public/Private Partnerships and Universities allow Orange Sparkle Ball to provide a full ecosystem approach to customized solutions.



PRODUCT DESIGN

We design, develop, prototype digital and physical products.



BRAND DEVELOPMENT

We create brand identities and assets for new and established organizations.



ORGANIZATION DESIGN

We design and accelerate organization and internal group process, milestones and success.



ENVIRONMENTAL DESIGN

We design spaces that reflect your mission and work, while being useful and adaptable.



SERVICE DESIGN

We identify improvements to products, experiences and services to impact all stakeholders in your ecosystem.



Are you hoping to engage with **subject matter experts** in a way that helps convey their expertise to a wider audience?

SUBJECT MATTER EXPERTS

provide the research, technical knowledge and rigor to create lasting change in the world. Their work influences public health strategies, policies and education.

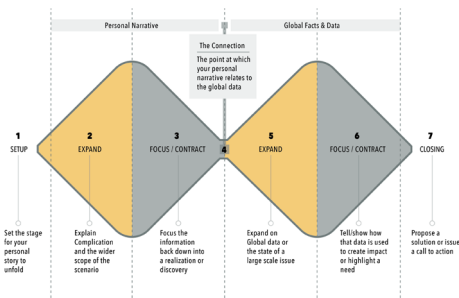


ORANGE SPARKLE BALL

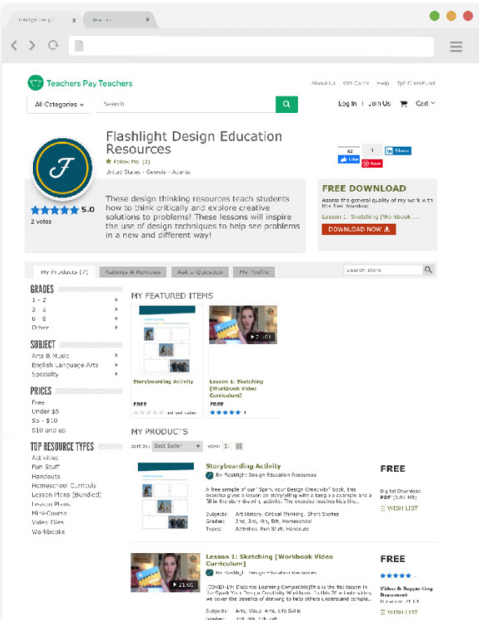
THIS AUDIENCE RESPONDS TO

- + Data (historical and current)
- + Information rooted in research and facts
- + Information with sources cited
- + Technically specific and accurate information that is easy to dissect and isn't hidden behind shiny graphics
- + Continuing education and workshops

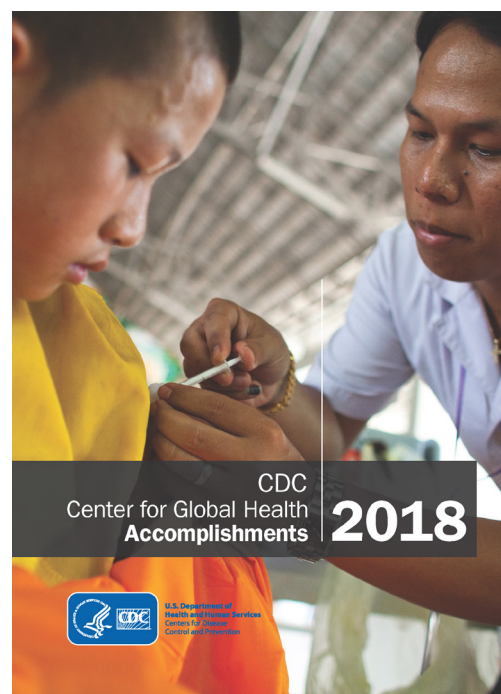
STORYTELLING WORKSHOP FOR SCIENTISTS



FLASHLIGHT CURRICULUM



PUBLIC HEALTH DOCUMENTS



WHAT KIND OF STORY MATCHES YOUR GOAL?



PARALLEL
Goal: gain insights, show how the data affects real lives



CLIFF HANGER
Goal: get people invested in finding a solution; show that work needs to be done



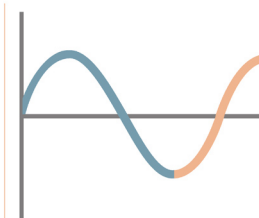
OPPOSITIONAL
Goal: show how their actions have positively changed things to encourage for more change



CLIFF HANGER STORY STRUCTURE

Get people invested in finding a solution, shows work needs to be done. Cliff Hanger Stories are stories that end on a cliff note and leave the audience wanting resolution. This allows for you to pitch your work and goals as the resolution. It creates a sense of urgency that work needs to be done in the field.

AUDIENCE
-Has some form and level of background knowledge on the subject.
-It is best utilized in convincing people to partner with your team and work together in some way or sense for a solution.



2018 Impact by the Numbers

- Staff** Over **1,800** in 59 country offices
- Outbreaks & Emergency Response** **3,680+** combined days CDC experts deployed to support emergency responses
- 139** international public health events monitored and reported
- 220** threats across the globe investigated through the Field Epidemiology Training Program (FETP)
- 22** global measles outbreaks tracked through the Global Disease Detection Operations Center
- 15** measles outbreak countries & immunization activities in 4 nonoutbreak countries leading to more than **119 million** people vaccinated globally
- Approximately **1,000** in the US
- 53,000+** people receiving Ebola vaccine
- 60 new vaccines** introduced in **48 countries** including hepatitis B, inactivated polio vaccine (IPV), rubella, and rotavirus
- Provided technical support to improve strategies for implementing Ebola vaccination with **1,000** people receiving Ebola vaccine