

# V2V Matrix

*Converting  
Intangible Assets  
Into Value.*

## ***Service Concept***

Ground Floor Solutions  
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*“Ground Floor Solutions provides services and Web-based tools that enable organizations to convert their expert knowledge and best practices into scalable products and services that produce increased value for their customers and consumers and new sources of revenue and impact for the organization.”*

*Gerald Driggs - Managing Partner*

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# V<sub>2</sub>V

## VISION 2 VIABILITY

*“Expert knowledge can be used to fix, improve, or strengthen any organization. Can technology transform these intangible assets into impact and revenue in a shorter timeframe, at a lower cost, and with a greater chance of creating value?”*

***The simple answer is Yes!”***

*Gerald Driggs*



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# Big Idea

# OPPORTUNITY

## *Intangible Assets are the Most Underdeveloped Resources in Most Organizations.*

Each business or organization in our economy is challenged to create sustainable value for its customers or consumers. The value proposition is the promise of benefits customers will receive from buying or using the organization's service or product. This applies to both for-profit and nonprofit organizations.

In the course of doing business, these organizations invest significant resources to develop and sell products, create mission-driven services, train staff, build a customer base, raise funds, and provide a competitive advantage or a social impact. Most of these investments produce tangible assets that appear on the organization's balance sheet and testify to the organization's viability and sustainability.

This asset base enables businesses and organizations to grow and continue to provide value to their customers. However, what is often missed is the potential contained in the organization's intangible assets, most importantly intellectual property, proven methodologies and techniques, institutional knowledge, and collective expertise.

These assets are often referred to as expert knowledge instead of other intangible assets such as brand equity, customer loyalty, goodwill, and social networking activity.

In many situations, these expert knowledge assets constitute the secret sauce that provides these organizations with their competitive advantage and success. They represent the intuitions, experiences, and techniques used, refined, and perfected by crucial staff over the years.

These assets have been cultivated and matured over many years of experience and are the foundation of the innovations that have produced positive results. The problem is that in most cases, the secret sauce cannot be scaled or replicated in its current one-off form.

In addition, the aging Boomer population is exiting businesses and organizations in droves and taking much of the expertise and institutional knowledge with them as they walk out of the door.

Ground Floor Solutions is focused on increasing the viability and sustainability of businesses and organizations by developing and leveraging their intangible assets.

In our opinion, intangible assets are the most overlooked and underdeveloped sources of sustainable value that could lead to financial growth, shareholder value, and social impact.

Too often, however, these assets remain untapped because they are hidden in plain sight. Too few organizations have begun to scratch the surface in seizing the opportunities their intangible assets could address.

What if there were tools (using the latest Cloud-based technologies) that could convert these valuable intangible assets into tangible assets that could be packaged, scaled, and sold to augment current business lines or to create new lines of business?

That is precisely the opportunity that Ground Floor Solutions is pursuing with a unique online platform called V2V Matrix.

# V<sub>2</sub>V MATRIX™

Turning Intangible Assets Into Impact

## Application Development Platform



**Step 1: CONVERT** - Once an organization's expert knowledge or methodology has been identified, GFS facilitates a stakeholder-centered process to convert their expert knowledge into the V2V Matrix Platform. This step enables the key elements and the foundational framework of the customer's secret sauce to be captured in the V2V framework.

**Step 2: CONFIRM** - GFS populates the V2V framework with the input provided by the customer that represents the essential elements of their knowledge asset. Once created, GFS reviews the V2V blueprint of the customer's expert knowledge system with the customer. All parts are confirmed after refinements and modifications have been made.

**Step 3: COMMERCIALIZE** - GFS and the customer work together to populate the V2V platform with the customer's expert information content. This step requires maximum customer input in that it creates the actual information database from which the output is produced that users of the service will receive. The V2V platform format provides templates that make the content input straightforward. It is, however, the most time-consuming step of the process. The V2V templates also provide predesigned output formats that minimize the time and cost of generating output.

# SCOPE

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## *Every Sector of The Economy Benefits From Process Improvement.*

Key business sectors in our economy have a high percentage of businesses and organizations with untapped intangible assets. These sectors include healthcare, human services, public administration, education, and business management. Collectively, these sectors represent nearly 28% of US gross national product in 2018, or almost \$5.5 trillion.

A common thread in many service organizations is a reliance on methodologies, approaches, formulas, and models that are best described as effective but unscalable institutional knowledge. By definition, these sectors focus on providing services or products that improve the quality of life for their consumers in one way, shape, or form.

Although these intangible assets provide the backbone for the services delivered, they rarely are converted into products and services that can be scaled or replicated. Therefore, potential new sources of revenue and impact go untapped, and costs continue to rise.

For example, Behavioral healthcare organizations are flooded with people in various stages of transition due to addictive behavior, reentry to the community after incarceration or military service, aging populations that require transition into assistive living, and numerous other quality of life challenges that need exceptional support and guidance.

How many of these organizations have methodologies that produce good results but have no way of scaling their effectiveness? How many are intangible assets based on their expert knowledge going undeveloped?

**Other Examples:** Professional service companies (accountants, management consultants, financial planners, lawyers, etc.) often have techniques and methods that they use as a central part of their business model. Assessments are often used to determine organizational capacity, financial soundness, management expertise, potential value, or risk management. In many cases, these elements of due diligence have been routinized with great success. Legal Zoom, Credit Karma, and TurboTax are examples of the industry-changing service businesses that successfully incorporated technology into their service delivery model and, in so doing, bottled their expert knowledge into easy-to-use and affordable online services.

Many examples of well-developed assessment tools have both predictive and diagnostic capabilities. Personality profiling is a well-established part of human resource departments. Psychological testing and assessment are essential in behavioral healthcare. And comprehensive and ongoing assessments are required for special education students.

Ground Floor Solutions has created a technology platform that enables content experts to transform their secret sauce into an online service based on ongoing assessments that produce customized expert feedback tailored to the respondent's status at each assessment milestone.

Auto mechanics have access to online expert systems that provide detailed repair plans once the specific issues with the car have been identified. The knowledge of thousands of mechanics was captured in a database and converted into a tool that enables each mechanic using the system to be better, more effective, and more accurate in their repairs.

Suppose this level of sophistication can be accomplished at a car dealership. Why can't we apply the same methodology and technology to proven methods and services that improve the quality of life of countless numbers of people?

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Value

# VALUE PROPOSITION

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## *Create Online Expert Content Services Quickly and Affordably.*

The V2V Matrix platform is based on a design concept that makes expert knowledge a tangible asset. Using expert knowledge to fix, change, improve, or strengthen any given situation is commonly accepted as an innovative and beneficial approach to change. Can technology provide more access to this knowledge in a shorter time-frame, at a lower cost, and with a greater chance of it being understood?

The simple answer is Yes.

Customers can create expert content systems quickly and affordably that are reliable and secure. These knowledge-based systems enable more excellent success rates to be realized by the customers with the individuals or organizations with whom they work. Customers can show progress over time for their clients and compare costs for services delivered to the success achieved. And most importantly, once established, they provide value and benefit to the end-user without an individual being present.

The V2V Matrix platform is unique in the marketplace because of its robustness in capabilities, ease of use, affordability, and low barrier to entry. Depending on the market, the V2V Matrix platform enables expert systems to be developed and implemented in a manner that emphasizes the creation and refinement of the expert content, not the technology.

The V2V Matrix platform's competitive advantage consists of a combination of variables. They are:

- Cost effectiveness for value received
- Low cost of entry compared to perceived value
- Ease of use – intuitive interface
- Perceived power of output information
- Short activation and deployment time
- Customizable user interface, output reports, and content.

The V2V model assumes that change is a common denominator in processes where improvement and innovation are top priorities. It also believes that there are many examples of where experts have developed knowledge, insights, expertise, and guidelines that, when applied appropriately, can increase the likelihood of success.

The V2V model structures this wealth of expert information into online services that streamline the expert's process, increasing the likelihood of success while decreasing the time and resources required to produce a good result.

The V2V Matrix platform provides a unique set of tools to consolidate expert knowledge, organize it into useable output formats, and deliver it in ways that are uniquely tied to the "user" profile created during the Assessment step. The Assessment step is repeated at regular intervals to show the progress made.

Imagine an online service that can create uniquely constructed output reports filled with high-level expert knowledge and recommendations tied to the user profile created during an assessment step. Imagine a system that produces reports containing observations, suggestions, and "next step" guidelines that are predictive and prescriptive.

The V2V Matrix platform enables the collection, categorizing, and application of expert content to any situations where improvement is sought.



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## Viability

## Increase Impact. Add Value. Leverage Assets.

**A Clear Path to Viability.** The V2V approach enables you to define, describe, deliver, and drive your organization's resources. V2V provides different types of support depending on where your organization is on the V2V Continuum. We tailor our approach to match our resources to your needs and expectations.

The V2V approach is applied to the opportunities you are pursuing to effectively leverage your assets in innovative ways that lead to success.



## Increase Impact. Add Value. Leverage Assets.

V2V builds upon your organization's unique combination of priorities, expert knowledge, and market experiences. Our services are matched to your venture's position on the V2V Continuum. Our toolkit of services combines the latest technology with proven processes focused on discovery, development, and implementation. Contact Gerald Driggs for more information. [gerald@groundfloor.solutions](mailto:gerald@groundfloor.solutions) or 412.680.1602