



**PLAY  
ROOM**

*Powered by*

**STARTUPSCALE**  **360**

**LET'S GIVE YOUR MIND A SPACE**

**COLLABORATION BETWEEN**



**TO LAUNCH**



**IN MENA AND INDIA**

# STARTUPSCALE 360

Dubai based Startup Ecosystem Builder focusing on creating Hub-and-Spoke model for connecting all key stakeholders of the ecosystem.



Virtual Incubation

## Community



Innovation Lab

## Academia



Venture Studio



CFO-AS-A-SERVICE  
Your strategic finance leader





edding AG is a German company that manufactures writing and marking tools such as felt-tip pens and permanent markers.

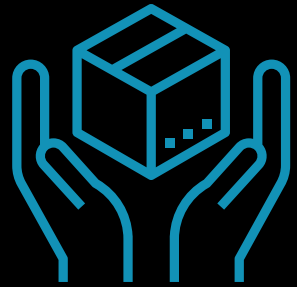
edding AG was founded in 1960 in Hamburg by Carl-Wilhelm Edding and Volker Detlef Ledermann.



has been part of the Edding Group since August 2021.



# Corporate Challenges



**Developing new products or services**



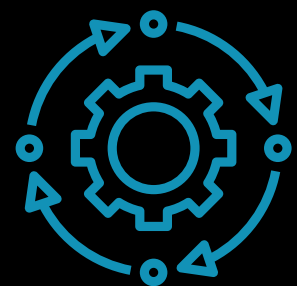
**Generating new ideas or creating innovations**



**Developing strategies for social change**



**Improving customer experience**



**Redesigning or streamlining processes**



**Creating better user interfaces/experience**

*Introducing*

**PLAY  
ROOM**

INNOVATORIUM

The solutions along the workflow from **Opportunity Space to Problem-Solution-Fit to Solution-Market-Fit.**

# Who we are?

Founded in Vienna and Berlin in 2016, **The Playroom** is part of the Edding Group since August 2021.

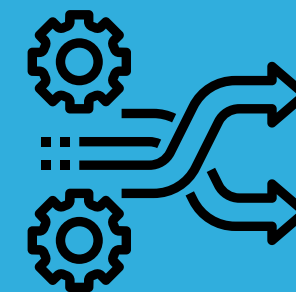


[CLICK HERE](#)



Click on logo to watch Playroom

**PLAYROOM**  
stands for



**Transformational  
Design**

*in the field of*

**Future of Work  
& Education**



# Why You Need Us!

The **PLAYROOM community** connects people who accompany processes, lead workshops and/or support people in working together innovatively and creatively.



Endress+Hauser,  
Basel, Switzerland



WORKING  
TOGETHER



**Facilitate Workshops**

**SIEMENS Healthineers**

# Our Expertise!

**Setup Innovation Room**

**Apply Build-Measure-Learn Approach**

Siemens, Healthineers, Erlangen, Germany



Deutsche Bank



**Own Framework, Tools & Methodology**

Oracle, Germany

**ORACLE**



**Innovation as an iterative process.**

Deutsche Bank, Berlin, Germany

**Constant Beta Mindset**



# What We Offer

1

Innovative  
Environment

2

Innovative  
Tools

3

Innovative  
Framework

**PLAY  
ROOM**



# Innovative Environments

Whether **design thinking space**, **innovation lab** or **co-creation space** - the basic idea behind the different concepts is the same: providing an innovative environment as a home base and environment for co-creative and innovative work.



DESIGN  
THINKING  
SPACE

PLAY  
ROOM

# Innovative Tools

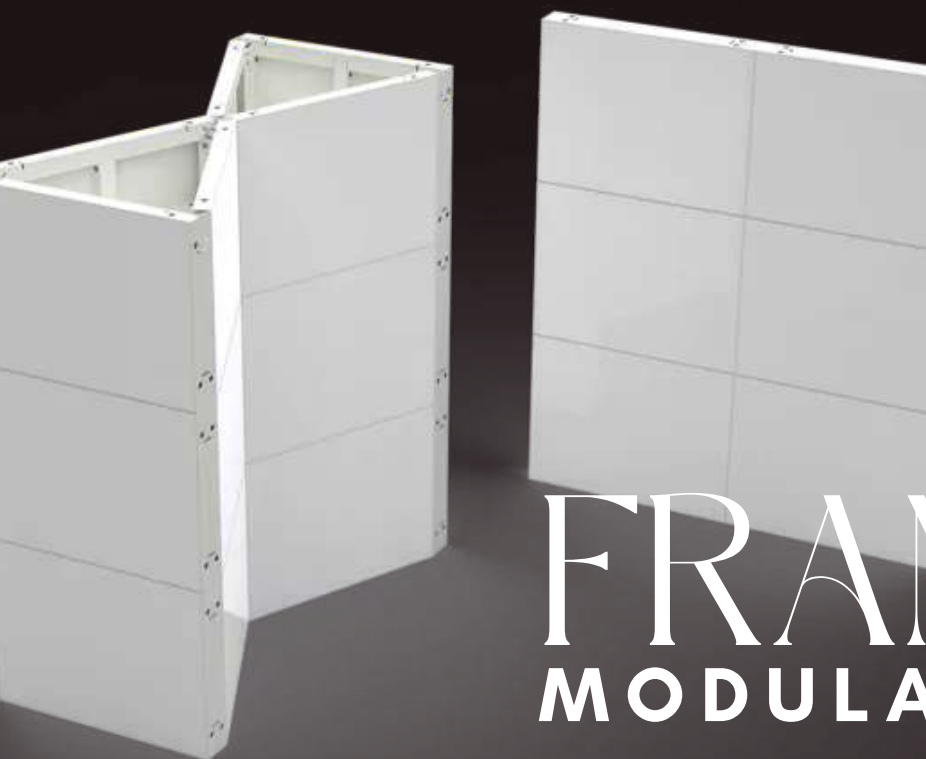


FLIP  
INTUITIVE  
AND EVERYWHERE



Playroom develops innovative tools and environments so that **employees** in companies and **students** in universities can develop their potential.

PLAYBOARDS  
FUNCTIONAL  
AND EASY



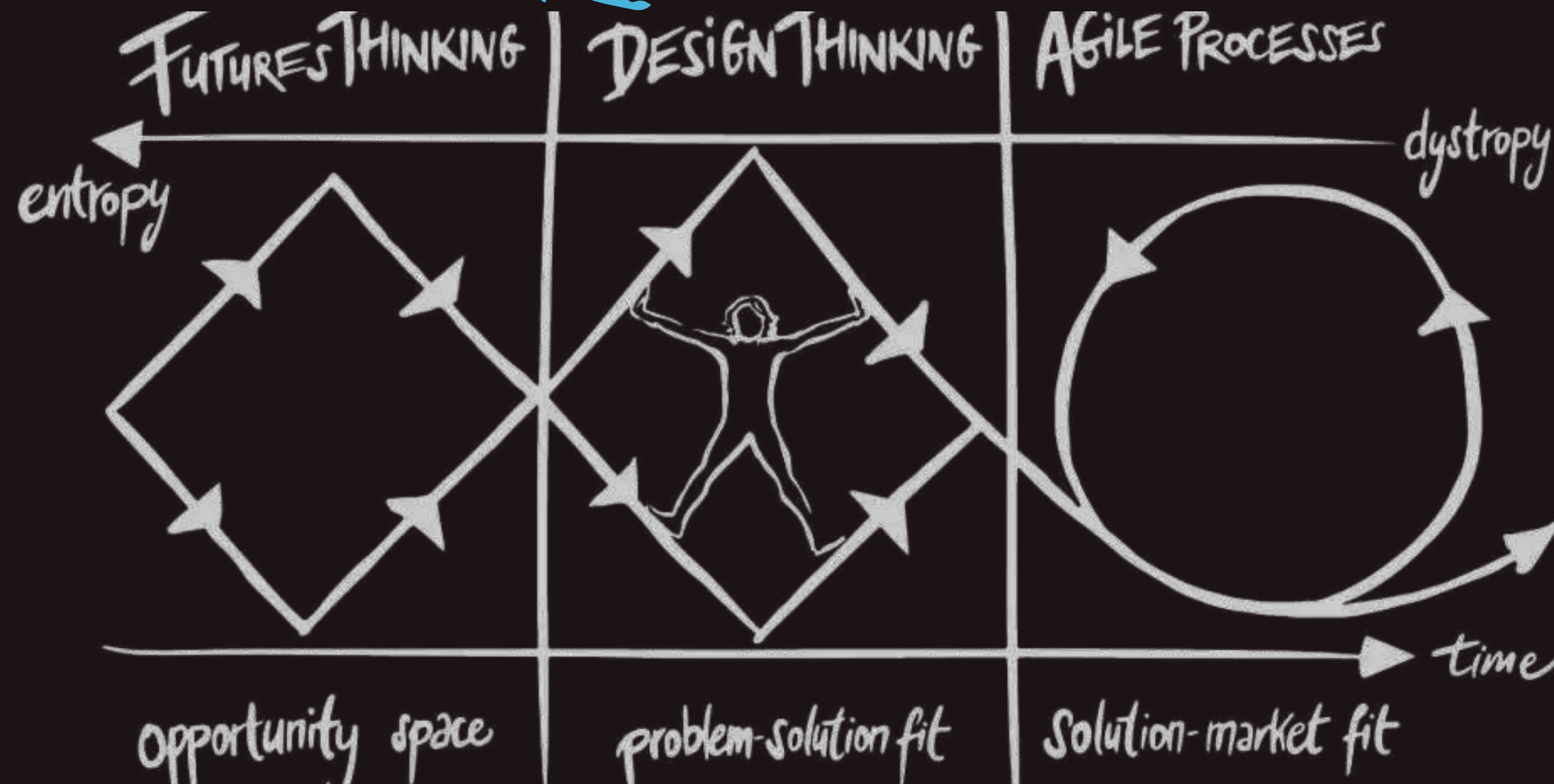
FRAME  
MODULAR  
AND ALL-ROUND



TERMINAL  
THINK  
AND CO-CREATE



# Innovative Framework



AGILE  
PROCESS

Develop design thinking lab in which **agile frameworks, methods and systems** are applied by giving immersive experience with a set of dedicated screens and cameras enable hybrid co-creation and training sessions.

Cinnamon  
HOTELS & RESORTS

CASE



STUDIES



# Innovation Hub

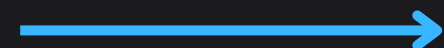
THE EMIRATES ACADEMY  
OF HOSPITALITY MANAGEMENT



EAHM in Dubai is one of the world's leading Hospitality Management schools and an integral part of the global luxury hotel brand Jumeirah Group.

## Project Overview

The Innovation Hub has two functions: the **first** is to provide an educational experience to **students & youth professionals**. The **second** is aimed at **companies** looking to cross sectoral, institutional and most importantly cognitive boundaries



Playroom and the EAHM developed a joint industrial-academia partnership, which serves as a Co-Creation Space and Design-Thinking-Labor, in which agile Frameworks, Methods and Systems are used.



[CLICK HERE](#)



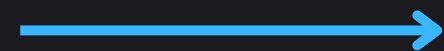
[Click above to check EAHM Video](#)

# The Oracle NEXT

ORACLE®

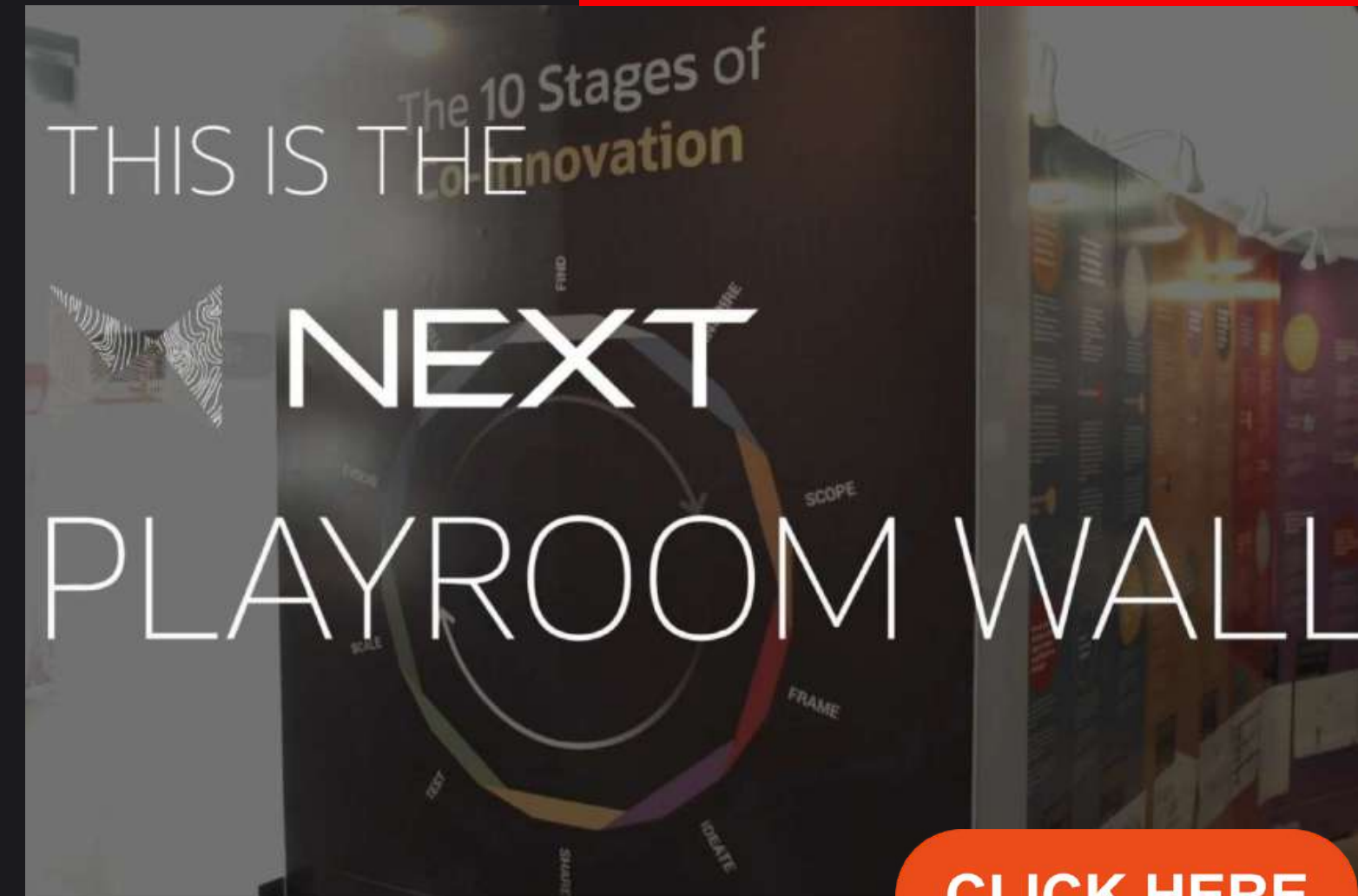
Created game-changing Oracle NEXT, a proven process with tracking frames in a room to spread inspiration.

With the aim of creating a physically present co-creative environment to promote innovation, the ORACLE NEXT PLAYROOM was created in cooperation with experts from Oracle and Playroom.



## Project Overview

The concept and design of the Oracle Next Playroom as a physical innovation framework ensures that employees feel inspired and encouraged to become active, create something new and take the steps from the ideation phase to the execution phase together using a structured process.



Click above to check Oracle Video



# InTo Space

With over 6,600 students from 70 nations, the Augsburg University of Applied Sciences is one of the largest universities of applied sciences in Bayerisch-Swaben.

## Project Overview

The Playroom developed the **InToSpace** together. "InTo" stands for "Innovate Together". This also aptly describes the purpose of this innovation room. In InToSpace, students learn new methods, project teams can work on concrete topics and tasks.

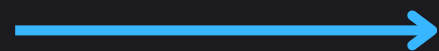
The Augsburg University of Applied Sciences and Playroom developed an Innovation Space concept that enables access to science using agile and innovative methods. In train-the-trainer sessions, employees were trained for design thinking approach.



[CLICK HERE](#)



[Click above to check AUAS Video](#)

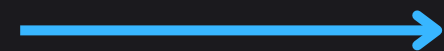


# Future & Design Thinking

Cinnamon  
HOTELS & RESORTS

The Cinnamon Hotels and Resorts are the largest hotel group in Sri Lanka and the Maldives and part of the largest industrial holding in Sri Lanka, the John Keels Group.

Brand managers and marketing experts from the Cinnamon Hotels & Resorts group worked together with the PLAYROOM experts and the implementation of a method framework in a week-long team training session in January 2020.



## Project Overview

The common goal was to develop a future-oriented mindset for sustainable success and to establish the Playroom's Futures and Design thinking processes as innovation methods in the company.



# Other Videos

Deutsche Post 

PLATTFORM  
V

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# Corporate Clients



Deutsche Post 



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OF HOSPITALITY MANAGEMENT 

  
Endress+Hauser



enercity  
positive energie

BVG

DKB  
Deutsche Kreditbank AG

Cinnamon  
HOTELS & RESORTS

PLATTFORM

VR Smart  
Finanz

Auto  
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RheinLand  
VERSICHERUNGSGRUPPE

Dräger



tesa®

*Life is like riding a bicycle.  
To keep your balance, you must keep moving.*

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One Central | Dubai | UAE |

[www.playroomrocks.com](http://www.playroomrocks.com)

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