



# The Limitless Lab

## Vivid Vision

### Why We Exist

At Limitless Lab, our mission is simple. We enable people to see possibilities, innovate, and challenge the status quo using design and innovation.

### What We Do

Limitless Lab is a growing community of designers and design thinkers who are on a mission to make a difference in society through human-centered innovation. We empower people from different fields and different backgrounds to step up and take action with design thinking as framework.

We unleash creativity and a new way of thinking in people so that they can go beyond the status quo. We view design thinking and innovation as a process that can help transform minds and organizations.

We are known as a prominent brand who work with a lot of progressive government agencies, corporations, non-profit organizations, and social enterprises in co-creating new products, services, campaigns, experiences, and opportunities.

Limitless Lab has four major components:

- 1) Limitless Capabilities - our training and facilitation arm on design thinking and innovation.
- 2) Limitless Co-creations - our design strategy and execution services.
- 3) Limitless Communities - our community development arm.
- 4) Limitless Initiatives - our new ventures arm.

### Limitless Capabilities

We regularly conduct training and capacity building workshops with teams who are eager to introduce new things to their organizations. Our content is about our own version of design thinking, which is ever evolving and changing. During our workshops, we showcase our own successful case studies from our co-creation projects.



We are a recognized leader in design thinking training and innovation facilitation in the Philippines. We have more than 10 competent and awesome facilitators who are ready to take on new challenges, who radiate the values of the company, and who consistently run exciting and mindset-changing workshops for our incredible clients.

Our innovative experience that we co-created with MAD Travel called Innovation Adventure is the top of mind innovation training for C-level executives in the Philippines. The course is constantly improving and has produced a number of alumni who became drivers of innovation in their own companies.

We produce free and paid resources on design thinking for our workshop attendees and for our subscribers. For one, we created and sell our first digital product called The Practical Design Thinking Toolkit, which was downloaded and bought for already 5,000 times online.

We regularly upload videos and helpful tips for designers and innovators in our Limitless Lab Youtube Channel. We regularly improve our course designs and content, as well as publish thought leadership articles on design in prominent publications like Rappler and Inquirer.

### **Limitless Co-creations**

Our design practice is growing every 6 months. We have co-creation projects with big companies and government agencies like Microsoft, IBM, Coca Cola, Sunlife, SM Retail, BPI, Globe, Smart and more. We also do a lot of high impact projects with government agencies including DOH, DTI, DICT, DBM, and more. In addition, our team designs and delivers projects for international agencies like the United Nations, ASEAN Foundation, Australian Aid, and European Union.

Our practice includes Design Research, UX and UI Design, Campaign Design, Service Design, Experience Design, Business Design, and more.

Our design process has significantly improved and is now streamlined, making sure that our client-partners are happy and amazed each time we work with them. We have more than 30 design experts and consultants called Limitless Champions who make our projects incredibly successful and impact-driven.

Our projects are high profile and highly impactful. Our team creates breakthrough innovation and technology through creativity and collaboration. They are showcased as case studies for innovation in the Philippines. For one, through Limitless Lab, the



Philippine government has finally redesigned the procurement process, making way for a faster and more transparent government in the country.

### **Limitless Communities**

At Limitless Lab, it is also our mission to empower communities to act and initiate social innovation projects from the ground up. Limitless Communities now has more than 5,000 online members, from all over the Philippines.

Our members have access to free toolkits and resources that they can use to facilitate their own workshops at grassroots communities. Our workshop designs help communities identify their problems, map their resources, ideate on solutions, and launch small but impactful initiatives. Ultimately, our community workshops are designed to instill hope and optimism, and encourage power to even the poorest communities.

We also now have more than 5 Community Innovation Labs in different locations in the country, designed as a place where our community members can connect, collaborate, and create great things. Our Community Innovation Labs are made possible with the support and resources of local government units who subsidise its operations.

### **Limitless Initiatives**

At Limitless Lab, we don't stop innovating, improving ourselves, and exploring new ventures and opportunities.

Our first venture called Bayanivation now has more than 50,000 online users in the Philippines and has been adopted by more than 30 local government units in the Philippines. Our revenue from Bayanivation helps us implement our community initiatives.

We are constantly on the lookout for new initiatives that we can design and execute, while at the same time making sure that the company only embarks on things that it can handle at any given time.

### **Leadership, Team, and Company Culture**

Our leadership style enables autonomy and ownership, while making sure that all the members of our team are aligned with the same vision. Our leaders, from the Chief Visionary Officer, to the Chief Pathfinder, and Chief Digital Alchemist make sure that everyone in our team feels valued and heard.



Limitless Lab is one of the best places to work in the Philippines. Our team is composed of amazing A-players, entrepreneurs, and individuals who share the same values of optimism, curiosity, creativity, problem-solving mindset, mutual respect, curiosity, passion, compassion, and service heart. Our team members excel in what they do, while having the freedom to explore other things that excite them outside of work.

Our team loves so much what they are doing, it does not feel like work at all. Our team thrives on helping each other succeed. Each of our employees embody the values and ideals of Limitless Lab. The team always radiates positive energy even in the midst of challenges.

While we practice and promote design thinking as an innovation process, we are aware that it is not a panacea. Our team values people over process and technology. We believe that behind any great breakthrough is a clear and deep understanding of the people we are trying to serve.

We now have more than 15 full time employees from different backgrounds and disciplines. The team is free to work flexible hours, because they are self-motivated and has self-discipline. Our culture values humility and selflessness. Each of our members values the interest of our customers and team more than their own.

Every six months, we go on a team outing where the team can build more camaraderie and know their colleagues better, as well as to plan out the future for Limitless Lab.

Our culture enables growth and personal and professional development in our team members.

### **What Our Clients and Partners Say**

We have long term relationships with clients. They trust us and know that whatever project we embark on with them. We have their best interest in mind. We treat our clients as partners for change and innovation.

In the beginning of every project, we make sure that the expectations of our clients match with our products and services. Our team underpromises but always over delivers. Our clients are proud of our co-creation projects and talk about them to their other partners and colleagues.

Our clients and partners value our excellence, honesty, transparency, and accountability.



We have worked with the best companies in the Philippines and in Southeast in bringing positive change through design.

### **Office and Resources**

While our team is free to work from wherever they want to work, we make sure that we give them the best option to work at our headquarters. The Limitless Lab headquarters is sleek looking, has a modern and Scandinavian design, and has ample natural light.

Our headquarters has ample space for our growing team. It enables creativity, collaboration, and a state of play in our team. From time to time, we hold yoga and sessions, and other fun activities.

We have a lot of perks and benefits for our team. We use different digital tools that make our work easier and more fun.

### **Impact**

Limitless Lab has made a significant impact and contribution to the United Nations Sustainable Development Goals. Our impact is measured by inspiring stories, anecdotes, case studies that are backed up by numbers and figures. For our corporate and private clients, we measure our impact through different measures such as increase in their growth and revenue or a measurable change in perception and behaviour of their employees. For our government and non-profit clients, we measure our impact with the number of people we have improved the lives through our co-creation projects and improvement in their processes and services. For Limitless Communities, we measure our impact through the number of people we have engaged and the ripples of change they have created.

We love both stories and data at the Limitless Lab. We value results and impact more than anything else. Because of this, our team has won several awards, both national and international.