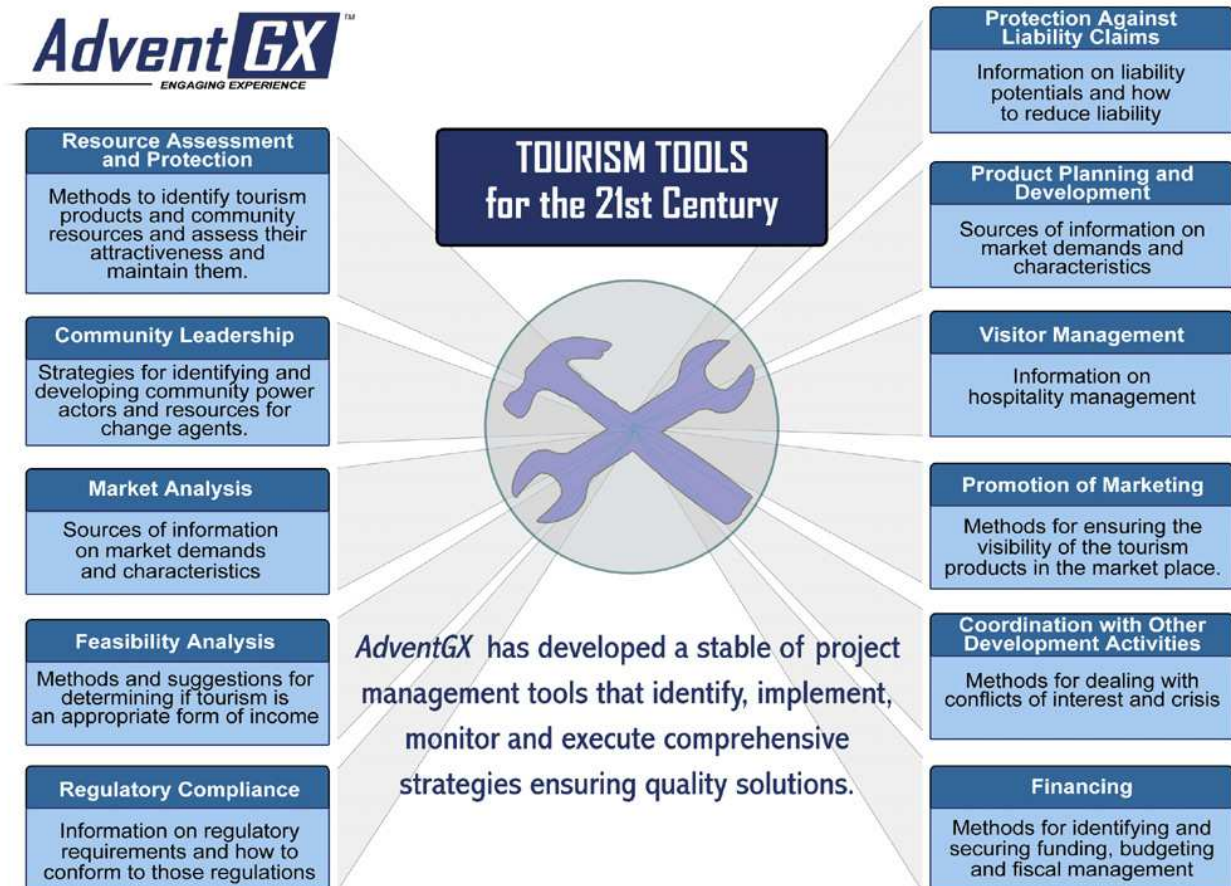


The AdventGX Approach

In order to capitalize on your tourism potential, we have implemented a strategy planning and implementation process called AdventGX Strategy Deployment (ASD).

We provide a **customer-driven** and cost-effective approach that minimizes risks associated with tourism development. We identify specific areas of concern, as well as potential opportunities, and target our efforts using an approach that **maximizes overall strategy effectiveness, product quality and successful outcomes**. The *AdventGX* Professional Services Division uses a comprehensive set of tools for identifying key issues and client objectives to achieve the overall goals of your organization.

Our solutions are based on our **AdventGX Strategy Deployment (ASD)** process, developed by one of our founders, in concert with unmatched tourism experience and expertise. ASD includes techniques and processes that have been in use at NASA for over 30 years. ASD components offer an extremely solid foundation to create a successful tourism strategy. The basic concepts of ASD were introduced in Japan in the early sixties and have been incorporated into various processes from auto manufacturing and software design to the creation of university educational programs. *AdventGX* has customized this approach to help revolutionize the tourism industry. In simple terms, **ASD is a process that transforms the needs and desires of the customer/user into a set of systematic activities** that facilitate the administration of complex project management scenarios at all levels. This process also provides a set of “tools” that allows the project participants (clients/*AdventGX*) to easily understand and track progress.



Methodology

As the first step of any project we conduct a one or two day design workshop at our Texas A&M University Research Park facilities (or at your site if needed) in order to identify your needs and strategic objectives. Working with your project team, we **set priorities and establish preliminary strategic methods** (Video tapes of our workshops are prepared for documentary purposes). Following the workshop, an *AdventGX* implementation matrix, including estimates of effort required to develop each project component, will be submitted as an on-going reference and used for development, deployment and maintenance of your new initiative.

With your guidance, we **evaluate and revise the implementation Matrix** in order to assure that your key target dates are met and objectives fulfilled. We will make the necessary adjustments to our approach in order to help you achieve your goals on time and within budget.

As part of our process, *AdventGX* requests that you help us establish a Project Board. The Board supports your project by providing guidance in the form of approval of proposed schedule changes, establishing budgets, verification of business rules and workflow models. Traditionally, Project Board members for your initiative might typically include:

- Project Sponsor
- A designated Subject Matter Expert from your organization
- End-User Representative(s) (representing your initial target client population)
- *AdventGX's* Project Manager

One of your representatives may serve multiple roles.

Background Information

Based on a 'best-practices' model for building and managing small to large-scale experiential tourism initiatives, *AdventGX* enables organizations to enhance community-based products, customized experiences and natural assets which dramatically reduces the time-to-market required for building a valuable brand and a sustainable financially-healthy initiative.

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