



# Global Reality Check

A new world at your fingertips



## Why perspective matters

Global Reality Check is a research and development tool that allows innovators to explore unimagined opportunities from a global-centric viewpoint.

## You don't know what you don't know

Shapeshifters operates a boutique network of correspondents located on five continents, providing a global, grassroots perspective on a fast-changing world filled with surprising insights and shifts, ancient know-how, and future-friendly opportunities that are impossible to access from your home base alone.

## There are two Global Reality Check options:

**Synthesis.** A structured summary of insights from our grassroots' correspondents based on your subject of interest. Our global correspondents are professional creatives with access to a wide network of local creative economy insiders. Each synthesis harnesses the rich insights of a global sounding board and the expertise of lead researcher Sanjay Khanna.

**Factfinding Mission.** Tailored to your specific needs, each fact-finding mission is hosted by a Shapeshifters' correspondent who acts as an ambassador, introducing you personally to proponents in the local creative sector. If you're ready to expose your worldview to new frontiers, start here.

## Global Reality Checks are made for

Entrepreneurs, investors and innovators who:

- Design new businesses, products and services, taking into account completely other ways of thinking and doing
- Require a condensed global perspective on an area of interest
- Want to see their cultural blindspots and the hidden resources within them

To find out how a Shapeshifters' Global Reality Check can help you, please contact Sanjay Khanna at [sanjay.khanna@shapeshifters.net](mailto:sanjay.khanna@shapeshifters.net) and visit [www.shapeshifters.net](http://www.shapeshifters.net)