

INTERSECTION GROUP

We help people create better enterprises.

Annual General Meeting 2025

- 1. Welcome
- 2. Retrospective of 2024
- 3. Financial report 2024
- 4. Outlook 2025
- 5. Members' topics



Retrospective of 2024



11 Weekly Wednesday Webinars



Kickstart your Design with the Enterprise Scan

Discover Intersection Group's latest tool

- Webinar Webinar
- @ October 31, 2024, 9am-10am (CET)
- 9 Online

Watch

100% LIVE From #!&!*@?? to Shared Understanding with EDGY

From #!&!*@?? to Shared Understanding with EDGY

- October 16, 2024, 9am Berlin, Paris (CEST)
- Online

Milky Way **Enterprise Maps**

Milky Way Enterprise Maps

Your enterprise on a napkin

100% LIVE

- June 20, 2024, 4pm Berlin, Paris (CEST)
- Online

Navigate Enterprise Change with Milky Way Maps: Discover a transformative mapping technique to guide your organization through change. Learn how Milky Way enterprise maps facilitate joint wayfinding, reveal crucial links between capabilities and outcomes. and spark collaborative conversations for successful transformation.

100% LIVE

with

Transforming

Ideas into Impact

Enterprise Design

Watch

Watch



Capability Maps - Reloaded

Bring your Capability Maps to the next level!

- June 13, 2024, 4pm Berlin, Paris (CEST)



- May 30, 2024, 4pm Berlin, Paris (CEST)
- The Art of Human Interaction Behavioural patterns to enhance relationships and collaboration within the enterprise

Transforming Ideas into Impact with Enterprise Design

Patterns for sustainable impact in your enterprise

- May 16, 2024, 4pm Berlin, Paris (CEST)



Improving our communication - 22 Newsletters

Dea

Are you passionate about Enterprise Design and eager to make a tangible impact in your professional community? At Intersection Group, we believe that collaboration is key to creating better enterprises.

That's why we're offering you the opportunity to start your own Local Intersection Community - a unique chance to connect, grow, and lead in your local professional network. You'll also gain access to exclusive benefits, including discounts, free conference access, and more.

How to Get Started

Starting a community is simple, and our comprehensive guidelines ensure your success. For more information on requirements, benefits, examples, and strategies, don't miss our dedicated webinar - the ultimate resource for launching your local chapter.

Watch the Webinar Recording

Dowload our Guidelines as PDF

If you're interested, simply reach out to us via email at office@intersection.group or connect with Helpi M. Biorgvinsson through our Stack channel.

Your journey could begin as soon as today. Together, we can create vibrant spaces for learning, innovation, and growth. Let's build something amazing!

Best regards, Milan & Wolfgang



Why Start a Local Community? By establishing a local chapter, you'll...

- Create a local platform for professionals and enterprise design practitioners to share and co-develop the use of EDGY and Enterprise Design
- Connect with like-minded professionals to exchange ideas, experiences and best practices
- Learn and grow together

Not only do you foster knowledge-sharing and professional growth, but there are tangible perks such as...

- A 70% discount on our EDGY Language Foundation course.
- Free access to the Intersection Conference for up to three community leaders.
- · Exclusive discounts on Intersection Group publications
- And many more!

Dear .

EDGY is Intersection Group's Open Source tool designed to help people create better enterprises. Developed over the past four years, EDGY is a simple but powerful visual language everybody can understand and relate to.

Now, we are turning to you for you invaluable input. Help us co-create the future of Enterprise Design with EDGY, and steer the strategy of Intersection Group. Take 5-10 minutes to help us with a burning ouestion:

What matters the most to you?

Your response will be of tremendous help and directly inform our ongoing research and product development. Click here to start the survey!

Thank you in advance for your time and contribution! Milan and Wolfgang

What is EDGY 23 and what is it for?

Introducing a simple but powerful visual language, EDGY enables designers, arothtects and change makers to co-design a coherent enterprise by identifying the most impactful perspectives and translating between them. Well-defined, reusable Enterprise Elements turn a complex enterprise into a set of interconnected parts, ready to be designed, mapped and transformed.





Hi.

We have exciting news! The complete program for the Intersection 24 conference this September is available now!

Here is what you can look forward to:

- · 4 keynotes held by remarkable personalities
- 6 hands-on workshops focused on practical applications
- . 12 conference talks exploring enterprises "on the edge"
- · Over 20 different speakers, sharing their knowledge and experience with you
- · An exciting EDGY-related sneak preview

Visit our website to discover the full program!

Get your ticket here and join us in Rome this September. We can't wait to see you there!

Best regards, Milan and Wolfgang



"The Enterprise on the Edge"

This is Intersection 24, the leading conference on strategic Enterprise Design. This year, we are looking into enterprises "on the edge".

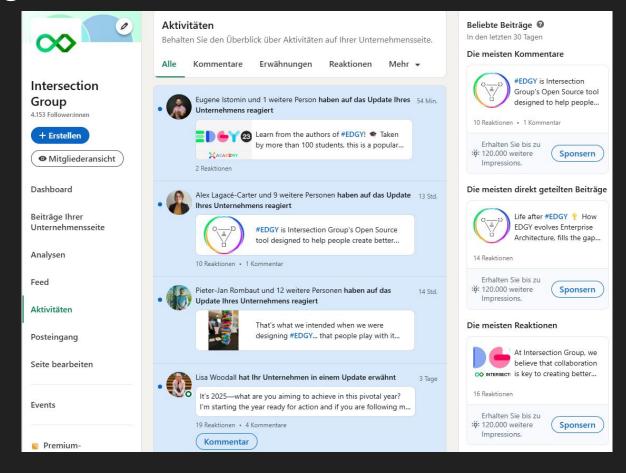
- "Cutting Edge" enterprises: Those that seize opportunities, make changes happen and thrive. We're looking for stories of courageous shared ambitions that came to life and made a difference in people's experiences.
- Enterprises "on edge": Those that face big environmental, societal or ecosystem challenges. We're curious about ways to understand and frame such challenges, reinventing enterprise identities and co-evolving enterprise architectures.
- EDGY enterprises: Those that are making use of EDGY to build bridges and achieve shared understanding of enterprise elements and facets. We're collecting use cases across the globe to inspire each other and contribute to a rich and growing practice.

We share one challenge: To design and build enterprises that are more purposeful, useful and successful. We are thrilled to invite you to 3 days of inspiring talks, cases and workshops in Rome.

Get your ticket here



Improving our communication - 200 LI Posts





Boost in member's posts



Alex Lagacé-Carter • 1.

Analyse | Stratégie | Planification | Facilitation | Opérationnalisation | Collabora...

Votre avis compte! / Your feedback matters!

Merci à tous ceux et celles qui ont participé au 8e événement Intersection Montréal mercredi dernier le 4 décembre chez Onepoint.

Pour continuer à améliorer votre expérience et offrir des contenus toujours plus pertinents, we'd love to hear your thoughts. Si vous pouviez prendre quelques minutes pour remplir le sondage (lien en commentaire) et partager vos impressions, it would mean the world to us ...

Vos idées, suggestions et retours sont précieux pour faire évoluer notre communauté et construire ensemble des événements toujours plus enrichissants.

Merci encore, et on se revoit bientôt pour continuer à explorer, partager et innover !

#IntersectionMontreal #EnterpriseDesignPatterns #DesignDentreprise
#OrganizationalDevelopment #FeedbackMatters Intersection Group Éric Letarte
Jean-Sébastien Daigle Assia Thameur Robert Vandenbegine Johanna Lantz
Lorena García Girón Marine Piedoue

Übersetzung anzeigen





EDGY - The game

So easy you could play with your mom...



Jean-Sébastien Daigle

Designer d'entreprise, Facilitateur & Gentleman

11. Oktober 2024

You are such nerds' is something we've heard a few times when showing people the prototype. At that point, we have to agree. But still, we have a mission: to introduce what EDGY is all about in a simple and fun way. PowerPoints, sales pitches, and webinars aren't exactly 'fun fun.'

This is a prototype.

So far, we've created a board, various cards, and tokens. We also have a couple of games that people can play.

Introduction to EDGY - The CEO game

If you're new to the concept, no worries! The first game is about convincing the



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Paulo Tonin, Designer Empresarial - 1.

Markenpartnerschaft • <Ajudando empresas a transformarem seus n...

É com imensa satisfação que anuncio que a Comunidade Florianópolis do Intersection Group sediará, a partir de outubro, seus eventos em um dos mais renomados hubs de inovação do Estado de Santa Catarina: Ud. ... mehr

Übersetzung anzeigen



Start eines Projekts

Wolfgang Goebl, Helgi Már Björgvinsson, MSc, Milan Guenther ⋈, Alex Lagacé-Carter, Fernando Maccari und Pablo R.

COO 23

3 Kommentare · 6 direkt geteilte Beiträge



Establishing Local Communities



Montréal





Paris



Florianópolis

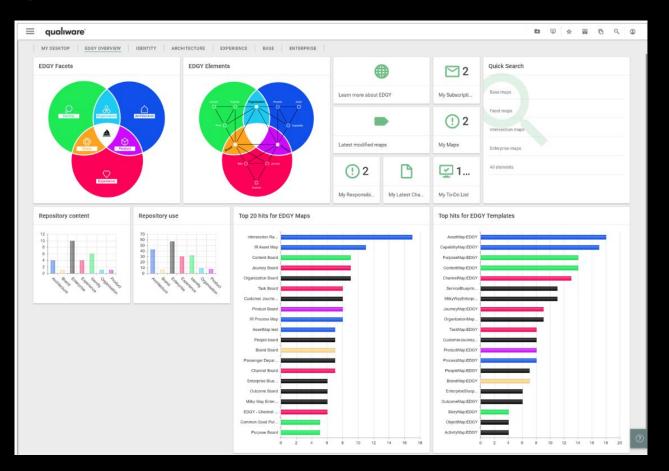


Intersection 24 Rome

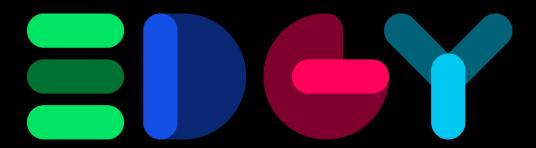




Increasing tool support



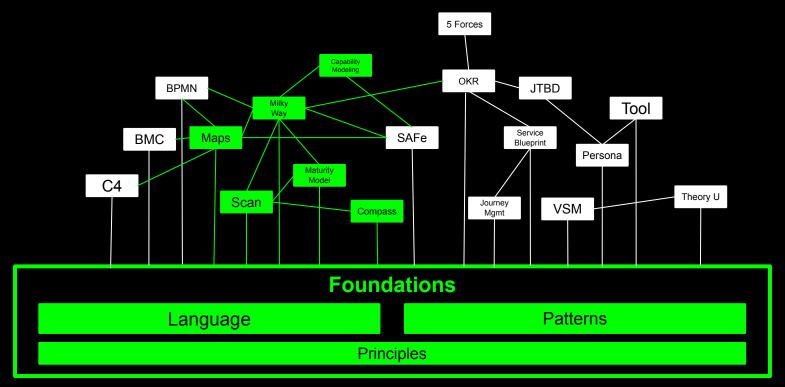
We are launching...



The Wikipedia for Enterprise Design tools.



The open-source platform for enterprise design tools.







Financial Report 2024



Balance (as of 10/01/2025)



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MEILLLIOIII

Finanzübersicht	Auftragsmappe	Zahlungsaufträge	Wertpapier	Service
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Financial Report

Annual Financial Report 2024

Intersection Group

created by: Stephan Göbl, 05/01/2025

Revenues 2024				Outgoings 2024	
EDGY Course	22.949,66 EUR			Product Design	-32.960,00 EUR
X24 Tickets	16.015,69 EUR			X24 Expenses	-21.517,57 EUR
Lectures	3.452,00 EUR			Administration	-6.748,30 EUR
Book Sales	1.986,83 EUR			Server/Licence	-4.663,46 EUR
				EDGY Production	-1.512,25 EUR
				Payment Fees	-334,22 EUR
Outstanding Receivables	21.260,00 EUR			Travel Expenses	-217,28 EUR
(Partner Packages)				Currency Conversion	-21,50 EUR
TOTAL REVENUES	44.404,18 EUR			TOTAL OUTGOINGS	-67.974,58 EUR
incl. outstanding receivables	65.664,18 EUR				
		PROFIT	-23.570,40 EUR]	

incl. outstanding receivables

-2.310,40 EUR



Summary

Annual Financial Report 2024

Intersection Group

created by: Stephan Göbl, 05/01/2025

-54K€ compared to forecast

Revenues 2024			Outgoings 2024	
EDGY Course	22.949,66 EUR	only 40% compared to forecast	Product Design	-32.960,00 EUR
X24 Tickets	16.015,69 EUR		X24 Expenses	-21.517,57 EUR
Lectures	3.452,00 EUR		Administration	-6.748,30 EUR
Book Sales	1.986,83 EUR	50% compared to 2023	Server/Licence	-4.663,46 EUR
			EDGY Production	-1.512,25 EUR
			Payment Fees	-334,22 EUR
Outstanding Receivables	21.260,00 EUR	as expected	Travel Expenses	-217,28 EUR
			Currency Conversion	-21,50 EUR
TOTAL REVENUES	44.404,18 EUR		TOTAL OUTGOINGS	-67.974,58 EUR
incl. outstanding receivables	65.664,18 EUR			

PROFIT

incl. outstanding receivables

-23.570,40 EUR

-2.310,40 EUR



Outlook 2025



Financial Goals 2025

Annual Financial Report 2024

Intersection Group

created by: Stephan Göbl, 05/01/2025

Revenues 2024			Outgoings 2024	
EDGY Courses	22.949,66 EUR -> 50K€		Product Design	-32.960,00 EUR-> 10 K€
X24 Tickets	16.015,69 EUR		X24 Expenses	-21.517,57 EUR
Lectures	3.452,00 EUR		Administration	-6.748,30 EUR
Book Sales	1.986,83 EUR -> 2K€		Server/Licence	-4.663,46 EUR
			EDGY Production	-1.512,25 EUR-> 30 K€
			Payment Fees	-334,22 EUR
Outstanding Receivables	21.260,00 EUR -> 30K€		Travel Expenses	-217,28 EUR
(Partner Packages)			Currency Conversion	-21,50 EUR
TOTAL REVENUES	44.404,18 EUR		TOTAL OUTGOINGS	-67.974,58 EUR->70K€
incl. outstanding receivables	65.664,18 EUR -> 100K€			
	PROFIT	-23.570,40 EUR]	
	incl. outstanding receivables	-2.310,40 EUR	->30K€	



New Publications / Board Games

Enterprise Design Principles EDGY Foundations Update

Milky Way
Capability Deep Dive
StratEDGY

New ED Patterns

Recipes from the EDGY Cookbook

Your tool, publication on Enterprise Identity, Information Architecture, ...?



Establish more local communities

Up and running:

Montréal

Paris

Florianópolis

Coming in 2025 ?!

Frankfurt

Stockholm

Finland

Australia

Copenhagen

Belgium



New products

For Enterprises

- Learning and Mentoring
- Champions and Joint Pitch
- Public Visibility
- R&D Contribution
- Workshops

For Solution Partners

Everything above, and

- Joint Publications and Communication
- Product Accreditation



Transformer Package for Solution Partners

Go all in: build on EDGY for a new strategic positioning and better business.

What is it?

A close-contact blend of programs designed to move your business forward, together.

Who is it for?

Consulting, learning or software partners with an ambition to scale your business with EDGY.

Benefits

- Make a strategic investment in EDGY's development
- Develop Enterprise Design as your core competency
- Build your business with a competitive edge

Pitch EDGY

Run live keynotes with Intersection Group to engage key people

Gain Traction

Build an influential

community of practice
led by EDGY Champions

Product Accreditation

Official EDGY support by your consulting, learning or software product

for Solution Partners

Bridge the Silos

Tackle you key challenges in a custom workshop with your peers

Live Coaching

Regular support sessions for applying EDGY in your work

Publish Content

Have Your Sav

Participate in

exclusive R&D

sessions on future

EDGY releases

Stand Out

Make proprietary
EDGY course content
available in
client-facing tools

Attend and support
Intersection 24 as a
Premium Sponsor
(3 participants)

Cohort Course

Establish EDGY
as key skill in
your team and across the
enterprise

Deliver Courses and Coaching

Join Intersection Group's growing delivery team

for Solution Partners

Tutorial Publication

Position your approach or tool with the EDGY user community

for Solution Partners

Joint Marketing

Run a joint series of promotional events

for Solution Partners

Freemium Model

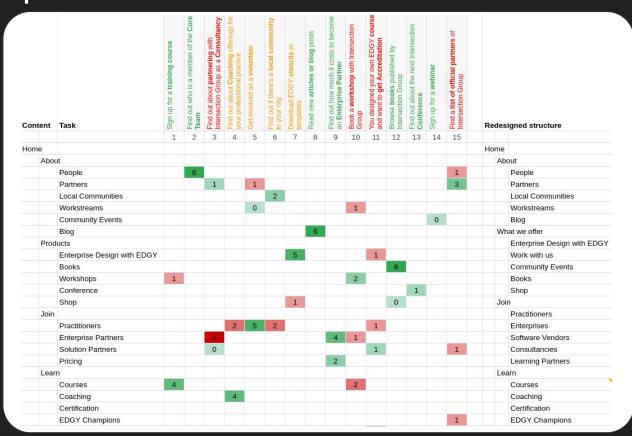
E5: Enterprise Partners over 500M€ revenue

Recommended

	Free	Starter	Innovator	Transformer
	Annual fee	8 190 € (37% off)	15 300 € (46% off)	34 200 € (55% off)
Use EDGY	•	•	•	•
Free events	•	•	•	•
Join our community	•	•	•	•
Contribute to EDGY	•	•	•	•
Sponsor Intersection Conference		Standard	Premium	Premium
Workshop: Getting started with EDGY		5 participants	10 participants	20 participants
● Intersection Academy Cohort*		5 participants	5 participants	10 participants
EDGY Champions*		1 champion	5 champions	10 champions
EDGY Live Coaching		session	5 sessions	10 sessions
Keynote: Pitch EDGY			5 keynotes	10 keynotes
Workshop: Bridging Silos With EDGY				1 workshop
Republish Proprietary EDGY Content				•
Influence EDGY's Future: R&D Review Session	s			•

^{*}After successful completion participants are eligible for a certificate or badge issued by Intersection Group. Discounts mentioned compare to list prices in our online shop. Billed annually for a season: September to August of the following year. Renews automatically unless cancelled in writing. Program items can be redeemed within two years.

Website update





Intersection 25 Brussels, Sept 17-19



BRUSSELS, SEPTEMBER 17-19 2025

Save the date!



Asks for 2025

Find potential partners
Talk at conferences
Start a local Community



Members' topics.....?





Thank you!



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Wolfgang Goebl wolfgang@intersection.group











hello@intersection.group

