



*PLATFORM SUMMARY*

# Platform Overview Case Studies / Themes White-Label + Pricing

Contact Us: [sales@mindsumo.com](mailto:sales@mindsumo.com)

<http://www.mindsumo.com/innovate/start>

# What is MindSumo?

## Rapid Crowdsourced Innovation & Insights

We help you build a predictable innovation & insights pipeline by launching online crowdsourcing “Challenges.” The ideas come from Millennial & Gen Z participants as well as generative AI through ChatGPT.

### *How can a Challenge be used?*

- Ideation sprints
- In-depth consumer insights
- Product validation & feedback
- AI generated ideas

1 Million+

PROBLEM SOLVERS

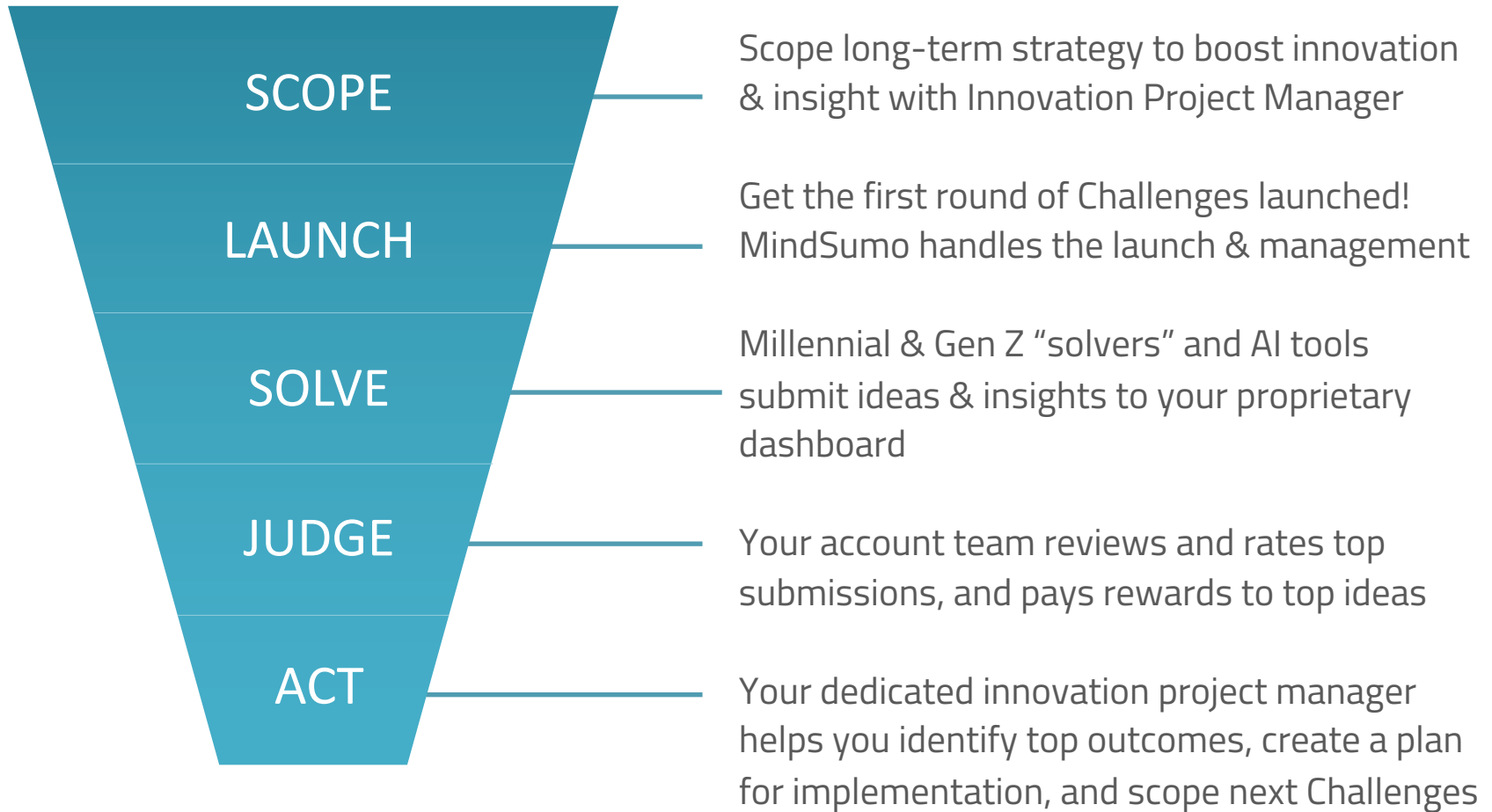
400,000+

SOLUTIONS SUBMITTED

3000+

CHALLENGES COMPLETED

# How Does it Work?



# What could you ask MindSumo?

*Leading companies across sectors use MindSumo's diverse community to obtain solutions & insights*

**McKinsey&Company**

How would you create an exceptional banking experience?

A V O N

Propose a usable packaging idea for cosmetic products

 **Microsoft**

Create new, futuristic applications of Microsoft Kinect technology

CONSUMER INSIGHTS

PRODUCT & PACKAGING INNOVATION

FUTURE OF "X"



**KAISER  
PERMANENTE®**

How must healthcare change to attract and meet the needs of Millennials?



**JOHN DEERE**

Design a user-friendly blade system for lawn mowers



What is the future of AR & VR technology in consumer setting?



# What Our Clients are Saying

“MindSumo has definitely improved the speed and quality of our research and concept turnaround time.”

*Sandra Abdelkerim – Director of Global Insights, Scotiabank*

“MindSumo provides ideas & insights from a community that’s really hard to reach. We’ve consistently been thrilled with the results.”

*Nicole Davis – Senior Innovation Manager, Kroger*

“Speed is critical for us, and MindSumo guarantees engagement and results for our clients with excellent customer service!”

*Balaji Bondili - Head of Deloitte Pixel*





## *The value of using our community of problem solvers*

*When the Laboratory for Innovation Science at Harvard had people who solve problems on crowdsourcing platforms rate how relevant the problem they addressed was to their own field of specialization, they found that “the further the problem was from the solver's expertise, the more likely they were to solve it.”*

# Trusted by 100+ Fortune 500 brands



CPG

TECHNOLOGY

RETAIL

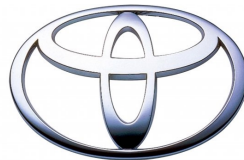
AUTO

BANKING

# Expertise in Auto & Manufacturing



**BOSCH**



**TOYOTA**



Mercedes-Benz



**GM**

Every day we struggle with more things to do than time to get the job done. By engaging the knowledgeable MindSumo community, we gathered new ideas that we may never have considered on our own.

Ken Durand

*VP Innovation – Internet of Things*

**ERICSSON** 





# Make vehicle ownership more attractive to Millennials



Toyota

## ABOUT:

SPEED: 30 Days  
ENGAGEMENT: 171 Participants  
DIVERSITY: 78 Universities  
VISIBILITY: 2808 Page Views

## RESULTS:

5 Concepts Pursued

## CHALLENGE BRIEF:

In recent years, the number of young consumers buying cars and driving in general has declined significantly. There are many reasons for this decline, including but not limited to:

1. **Affordability** - many young people can't afford the purchase and maintenance costs
2. **Location** - Cars are less practical for many urban dwellers
3. **Alternatives** - Public transit, ride-sharing services, and other popular alternatives have replaced driving for many young people
4. **Technology** - Youth are likely to spend time and money on smartphones, tablets, laptops that provide an alternative form of entertainment, engagement and connecting.

We are interested in figuring out ways to make vehicles more appealing for those at a stage of life where buying a car is an option.

## REQUESTED DELIVERABLES:

- 1) What is the biggest challenge that prevents a younger audience from connecting with car companies?
- 2) Propose a way to make vehicle ownership/driving your own car more appealing and attainable for young people. Your solution can include general vehicle features that young people may want to see in vehicles to make them more appealing, branding/marketing ideas, or business model changes to make driving & car ownership seem more attractive.
- 3) Why do you think your solution will work with younger drivers? Explain how it will help trigger the desire to own a vehicle and/or drive for this target population.



# Take the autonomous car to the next level



Toyota

## ABOUT:

SPEED: 29 Days  
ENGAGEMENT: 171 Participants  
DIVERSITY: 90 Universities  
VISIBILITY: 3003 Page Views

## RESULTS:

4 Concepts Pursued

## CHALLENGE BRIEF:

The idea of the autonomous vehicle is not new, but actual vehicles with self-driving capabilities are just being designed and tested. Various companies are working on making their concepts into reality and consumers will likely be able to purchase fully self-driving cars within the next 10 years. Any car manufacturer that is seriously committed to developing an autonomous car must ensure that the experience of self-driving cars conforms to a passengers' needs and desires. Already, we expect much more than just safety and reliability from our vehicles – our vehicles need to be stylish, connected, powerful and efficient all at the same time. What new expectations will come to be when the cars can drive themselves?

## REQUESTED DELIVERABLES:

Assuming the technology behind self-driving cars will be safe and effective, affordable for most buyers, available on a variety of models, large and small, write a detailed answer to the following:

1. Will customers want to buy autonomous cars and be driven around instead of driving themselves? Why or why not? What will help or hinder acceptance of such vehicles?
2. How will the typical driver use their autonomous car? What would the car owner do while not-driving? Would they ever want to drive it themselves?
3. How would this change the occupant's life, including where people live and work?

Your ideas should also assume: regulations will be implemented to make autonomous vehicles legal; people will continue to live in traditional housing (will not live in their cars); autonomous functionality will be optional on cars, and most of it could be switched off, if so desired.



# How would you use technology to personalize your vehicle?



GM - OnStar

## ABOUT:

SPEED: 29 Days  
ENGAGEMENT: 316 Participants  
DIVERSITY: 182 Universities  
VISIBILITY: 4953 Page Views

## RESULTS:

**7 Concepts Pursued**

## CHALLENGE BRIEF:

As cars become more advanced and technology becomes more integrated into the driving experience, we believe this opens up opportunities for personalization between car and driver.

## REQUESTED DELIVERABLES:

- 1) If you could pick three ways to personalize your vehicle (from a technology standpoint) what would you choose?
- 2) For each of the three personalization elements you choose, explain how you think it will change or improve interactions with your vehicle.

Criteria: We are NOT interested in customization ideas on physical vehicle parts (accessories, tires, colors, trim options, etc.) Please focus on solutions that are accomplished through technology.



# Keep rivers clean with a water-measuring sensor



Ericsson

## ABOUT:

SPEED: 42 Days  
ENGAGEMENT: 52 Participants  
DIVERSITY: 18 Universities  
VISIBILITY: 5478 Page Views

## RESULTS:

**2 Concepts Pursued**

*(One In Use Today!)*

## CHALLENGE BRIEF:

Measuring water cleanliness on an ongoing basis is expensive, time consuming, and inefficient. This struggle has given rise to many localized non-profit organizations that have taken up the challenge of water monitoring to preserve their way of life both now and for future generations. In most cases, this network of volunteers engages in manual water gathering and testing techniques that are (at best) slow, costly, and inefficient. One of these exemplary organizations is the Chattahoochee Riverkeeper, located in Atlanta, Georgia.

The Chattahoochee River Basin alone supports the drinking water and health of almost 5 million people, including metropolitan Atlanta. Now Ericsson and the Chattahoochee Riverkeeper want students to join them to build a more sustainable environment for future generations.

## REQUESTED DELIVERABLES:

Propose a creative idea using sensor technology to remotely measure water quality continuously in a specific location. Ericsson has the expertise to connect, secure, and transport data across a wireless network to the cloud. What they need are student ideas for devices that will cost no more than \$200 to create that can gather and report relevant water quality data on a perpetual basis.

Please suggest a way to measure any combination of the following: Conductivity, Temperature, pH level, Turbidity, Dissolved oxygen, Optical brighteners, Nitrates



# Track endangered rhinos with an algorithmic visual tracking system



Ol Pejeta Conservancy

## ABOUT:

SPEED: 68 Days  
ENGAGEMENT: 129 Participants  
DIVERSITY: 82 Universities  
VISIBILITY: 9256 Page Views

## RESULTS:

1 Concept Pursued

## CHALLENGE BRIEF:

Ol Pejeta has 110 endangered rhino spread across 90,000 acres as well as a number of other endangered species. Protecting and growing the numbers of these animals over such a wide area represents a major logistical challenge. Whether it be preventing poaching, or simply monitoring populations, current solutions are highly manpower intensive and risky.

There are a number of tracking technologies out there, including UHF tags in rhino horn and other such transmitter based techniques but most share the same challenges:

1. Drugging the animal for attachment which is dangerous
2. Finding an effective way to actually attach the sensor so that it remains attached
3. Using a chip/sensor system with an acceptable range so as to easily cover a wide area
4. Batteries last 1-2 years and require constant replacement and animal drugging

## REQUESTED DELIVERABLES:

Basic: Create an algorithm that automatically recognize the signature of a life-form (animal or human) and 'bracket it' on a user interface for the operator to view/review.

Intermediate: Distinguish between human and animal life forms.

Advanced: Take the intermediate level a step further and be able to identify specific species. To start with we would want to focus on elephant and rhinos.





# Design an intelligent cargo management system for vans



Anonymous Manufacturer

## ABOUT:

SPEED: 27 Days  
ENGAGEMENT: 110 Participants  
DIVERSITY: 83 Universities  
VISIBILITY: 6099 Page Views

## RESULTS:

4 Concepts Pursued

## CHALLENGE BRIEF:

The last step of deliveries are often the most difficult logistically. "Last mile" delivery vans are used to get a parcel from its distribution facility to its recipient. Loading and unloading items from the vans is the most difficult and inefficient part of the delivery process. Items can shift around causing damage and make it harder for delivery persons to find the right items at the appropriate stops. Unloading disorganized items in traffic and on narrow streets can be time consuming and dangerous.

We're looking for ideas to improve the organization systems inside the "last mile" delivery vans. We're interested in hearing your ideas for shelves, drawers, boxes, numerical systems, clever techniques for loading/unloading or whatever idea you think can make last mile delivery vans more efficient.

## REQUESTED DELIVERABLES:

1. A brief explanation and diagram for up to 3 styles of systems (e.g. drawers/containers/shelves, etc.) that you would utilize in a van to hold shipments safely and efficiently.
2. A rationale as to why your system is the most efficient method of storage. Consider loading, transportation and unloading of the shipments, which could include fragile items.



# Develop ideas for “connected” robotic construction equipment



John Deere

## ABOUT:

SPEED: 29 Days  
ENGAGEMENT: 47 Participants  
DIVERSITY: 40 Universities  
VISIBILITY: 3161 Page Views

## RESULTS:

3 Concepts Pursued

## CHALLENGE BRIEF:

John Deere manufactures a number of different types of construction equipment. Two of these you have probably seen before - backhoes and excavators. As their name suggests, these machines are used for digging holes and moving material. In their current forms, they are capable of little more. Here are some videos to help you get more acquainted with them: [Backhoe video](#), [Excavator video](#)

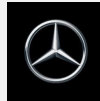
However, we want these machines to do more. Lots more. We are interested in what these machines could do if they were automated with robotics (no human operator necessary) and outfitted with new, never-before-seen tools. Could they be turned into automated bricklayers? Or mobile oil derricks? What useful and amazing applications can you invent? We are looking for outside the box ideas! Don't be generic, and don't be afraid to go wild.

## REQUESTED DELIVERABLES:

- 1) Propose a new use for an Excavator or a Backhoe type machine assuming it is robotic (does not require human operation and has precise positioning and repeatability) and no longer has the bucket attachment. Instead, replace the bucket with something new and more useful.
- 2) Explain how the machine could perform the new use even better if it had connectivity to one or more of the following: other machines, mobile devices, the internet, GPS.
- 3) Describe what changes or additions to the machine would be needed for the proposed use.
- 4) If applicable, attach a sketch or image showing what your revamped backhoe/excavator would look like. For example, if the excavator bucket needs to be replaced with a gripping mechanism, then reflect that in your sketch.



# Imagine new use cases where car and home work together



Mercedes Benz

## ABOUT:

SPEED: 28 Days  
ENGAGEMENT: 371 Participants  
DIVERSITY: 228 Universities  
VISIBILITY: 10141 Page Views

## RESULTS:

11 Concepts Pursued

## CHALLENGE BRIEF:

The internet of things is expected to connect 28 billion 'things' by 2020. The connected car as well as the connected home will be two of the key areas with high impact. Mercedes-Benz has some of the most advanced connected vehicles on the market and could, at any given time, collect hundreds of data points about the car, the driver, and the context / surroundings. This variety of unique data, if connected with the driver's home, could enable dozens of new services and use cases.

## REQUESTED DELIVERABLES:

Look at your car and home – what are some of the things you wish your car knew about your home, or what things do you wish your car could control at your home? Or, possibly the other way around, what information about the car would be valuable to your home? Where does the car's data have a clear advantage over the smartphone? Can you think of use cases where using the in-car controls are advantageous, superior, or provide more ease of use than executing a similar task on a smartphone (besides minimizing driver distraction)?

Describe a valuable use case (or cases) where the car and home can communicate with one another to improve the life of the driver or passenger. Use as much detail as possible (3 paragraph minimum). Focus on use cases that are unique to the vehicle.

# Submission Examples

Depending on the deliverables you choose, participants might submit:

## TEXT & CODE

<http://www.mindsumo.com/sample/text>

**What is one crazy thing our virtual bank could build which would serve you much better than brick and mortar banks?**

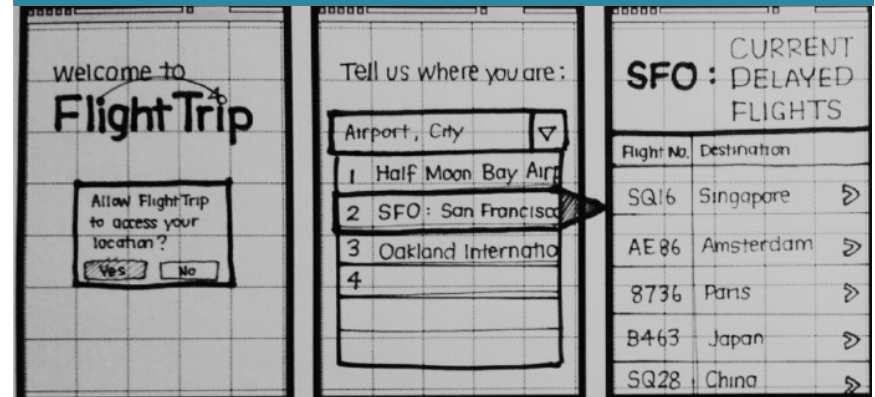
Reader be forewarned; this is fairly crazy. But I would totally switch banks for this. A built-in peer-to-peer lending platform is the new Uber for banking. And I think with good image management it can be pulled off with professionals provide an exclusively unique feature that is beneficial to all parties: bank, peer financiers and borrowers. The L Club has pioneered this innovative credit paradigm for medical financing, business loans, personal loans, and as an investment opportunity. I think an upstart online bank that is willing to get its hands a little muddy to bring this get framework into the league of standard banking could be well rewarded.

**What is one thing we might not do as well without physical locations? Any ideas on how to address this weakness?**

As long as humans have an independent streak, deals will be made in cash. Pawn shops, yard sales, day labor and

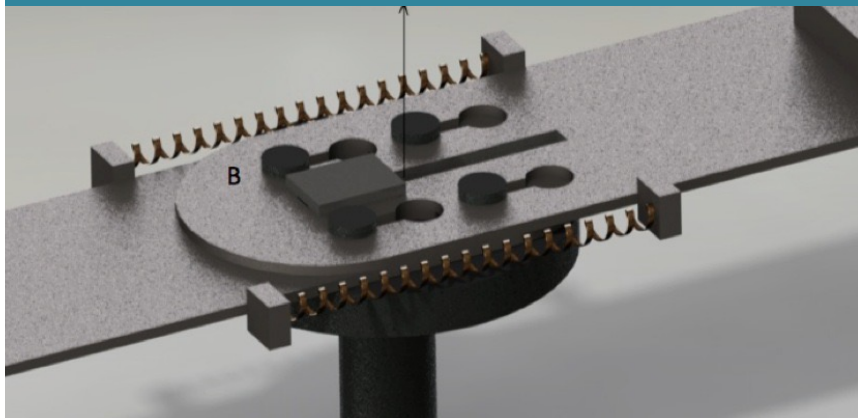
## MOCKUPS

<http://www.mindsumo.com/sample/mockups>



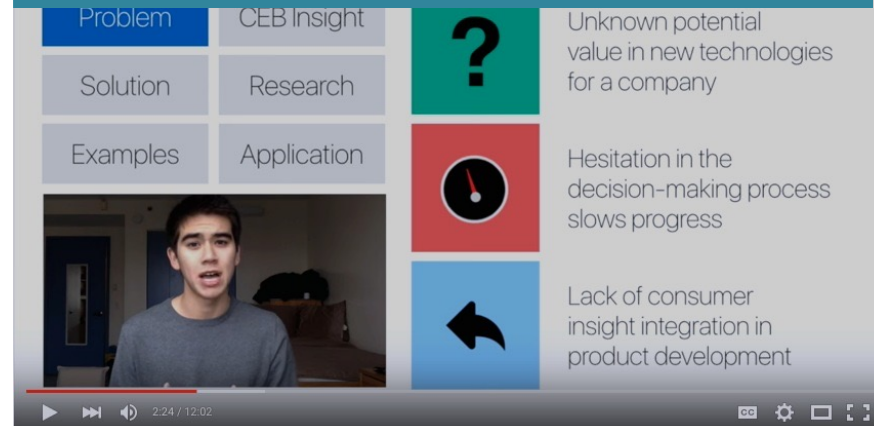
## RENDERINGS

<http://www.mindsumo.com/sample/renderings>



## VIDEO

<http://www.mindsumo.com/sample/video>





# White Label Highlights

*Our White-Label is the perfect solution if you want to launch crowdsourcing Challenges for MindSumo's community, your own network, or any external group of customers & stakeholders.*

## Engage Any Community

Access our 1 million+ problem solvers or launch private Challenges for your own employees, clients, partners, etc.

## Customize Portal Branding

We can create your own branded portal to act as a landing page for all your internal or external Challenges. No more competing with other Challenges on the platform!

## Launch Unlimited Challenges

Take advantage of the annual enterprise license to get unlimited Challenges for your team. Work with an expert Innovation Project Manager from MindSumo who becomes a de facto new team member for all your Challenges!



# MindSumo ROI



## Dollars Saved

*Up to 50%* less than comparable consulting & marketing services



## Time Saved

*1-2 months* faster than using internal processes



## Community Access

*1 Million+* Millennial/Gen Z users at your fingertips



## Speed & Quantity

*75-150* ideas/insights generated and reviewed in a few weeks or less with expert account management included!

### Sources:

- Data from past 500+ MindSumo challenges
- Industry fee averages across related management consulting & marketing agency engagements



# MINDSUMO PRICING

	<b>Starter Pack</b> (3 Challenges)	<b>Standard Pack</b> (5 Challenges)	<b>Enterprise License</b> (Unlimited Challenges)
<b>Products &amp; Services</b>	<b>\$24,000</b>	<b>\$37,500</b>	<b>\$70,000</b>
<b>Community:</b> Access MindSumo's diverse community of over 1 million problem solvers	✓	✓	✓
<b>Dashboard, Rewards, IP:</b> Real-time dashboard to analyze results. You keep IP. MindSumo handles rewards for winners	✓	✓	✓
<b>Account Management:</b> Dedicated account manager to draft, manage, & review your challenges	✓	✓	✓
<b>Reporting:</b> Custom final report for each challenge launched which includes top results, themes & trends, recommendations for next steps	✓	✓	✓
<b>Pipeline Review &amp; Launch Schedule:</b> Monthly call to source new topics, create drafts, and schedule out upcoming challenge launches	✗	✓	✓
<b>Quarterly Success Review:</b> In-depth presentation to share top trends, themes, submissions, and recommended actions from past 3 months of challenge results	✗	✗	✓
<b>White Label:</b> Launch internal challenges for your own employees, partners, stakeholders, etc.	✗	✗	✓
<b>DISCOUNT:</b> Compared to one-time challenge price	<b>20% off</b>	<b>25% off</b>	<b>30% off</b>





# Take a step towards tackling that project!

Share a few sentences on a topic and we'll make a draft challenge in 2 business days. No obligation to launch! Visit

<http://www.mindsumo.com/innovate/start?topic=true>