



PLATFORM SUMMARY

Platform Overview

Case Studies / Themes

White-Label + Pricing

Contact Us: 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

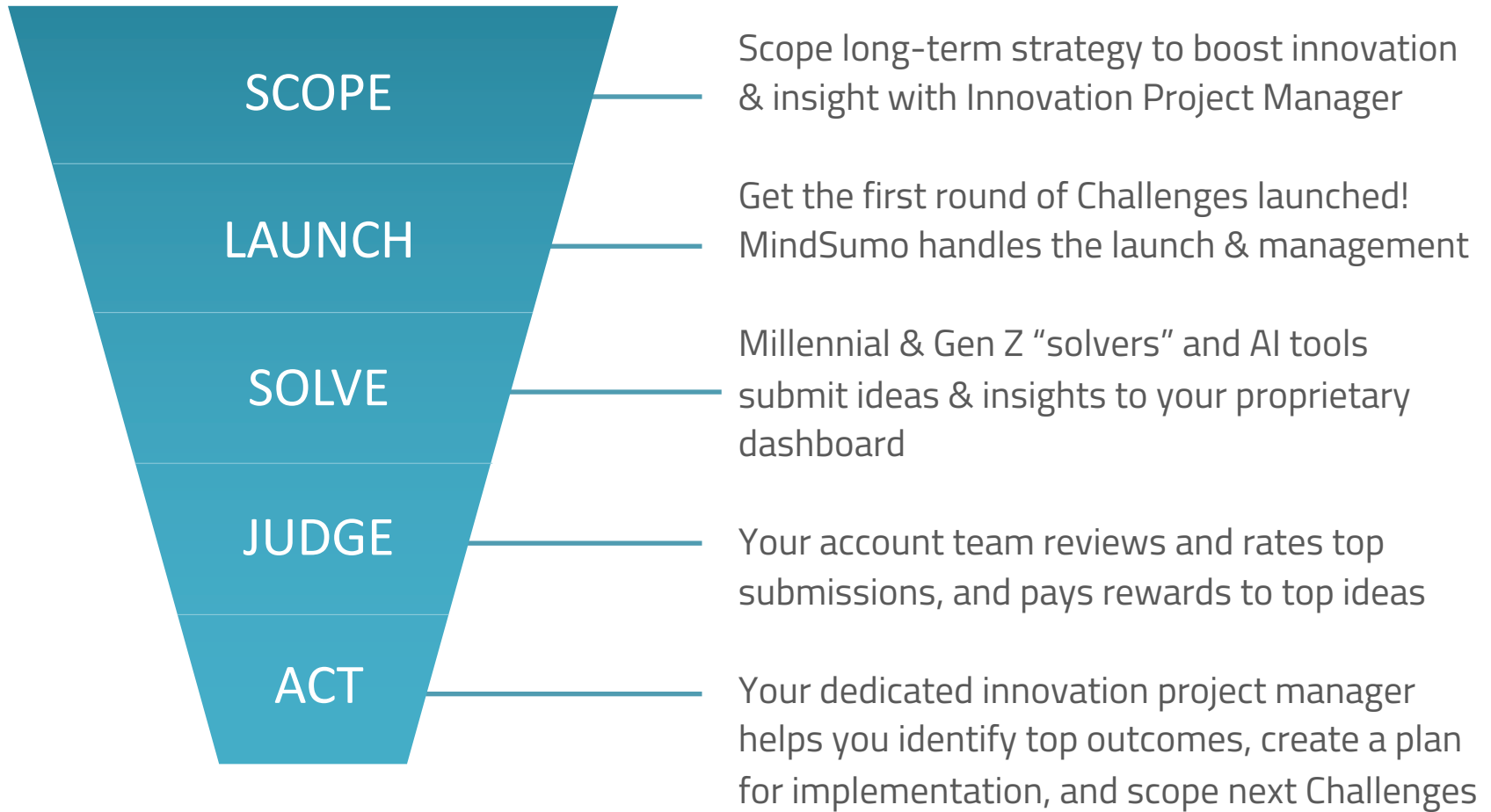
400,000+

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


EY

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 Retail



L'ORÉAL



“Usually all I need is a small spark of an idea to enable a whole cascade of creativity. MindSumo's bright community provided our team with many innovative ideas and concepts to explore further!”

Philip Sadler

Research & Development, Kraft



How can we make our footwear visibly more comfortable?



Crocs

ABOUT:

SPEED: 31 Days
ENGAGEMENT: 55 Participants
DIVERSITY: 32 Universities
VISIBILITY: 1595 Page Views

RESULTS:

6 Concepts Pursued

CHALLENGE BRIEF:

At Crocs, we pride ourselves on the comfortability of our shoes. We also like our shoes to tell you why they are comfortable, meaning that the reason they are comfortable should be visible. Our current "comfort story" offers 3 levels of comfortability in our shoes (see above).

See how our comfort story above shows you exactly how we make our shoes so comfortable? We're excited to hear more ideas will make our shoes look (and still feel!) even more comfortable.

REQUESTED DELIVERABLES:

1. What is your concept to make Crocs footwear visibly more comfortable and how does it work?
2. What about your idea makes it appear to be comfortable?
3. What about your idea will make consumers excited to buy new Crocs?
4. (Optional) Sketches, drawings, CAD renderings, mock-ups, charts, videos, graphs or any other visuals that support your argument.

Things to consider:

- Your idea can be anything from a new material to use, a new shoe to try, an addition to our existing products or anything else you can think of!
- Adding bumps to the bottom of shoes to massage user's feet is the right line of thinking for this project, but it is not creative enough! We're always thinking about comfortable shoes so try to wow us with something really outside the box.
- Your concept should be casual and the comfort it provides should be immediate (not over a long time like wearing in boots).
- Your concept should not be overly complicated/expensive or focused on athletics.



What does your ideal convenience store look like?



Walmart

ABOUT:

SPEED: 35 Days
ENGAGEMENT: 441 Participants
DIVERSITY: 265 Universities
VISIBILITY: 9068 Page Views

RESULTS:

7 Concepts Pursued

CHALLENGE BRIEF:

When people think of Walmart stores, their first thought is likely about our supercenters where customers can get a vast array of goods like food, clothing, and electronics. However, we are in the process of experimenting with a new model - the Walmart convenience store.

We are already experimenting with the convenience store model in Bentonville, Arkansas, and we're interested in your thoughts on the best way to deliver a convenience store experience that will delight existing Walmart shoppers as well as attract new customers.

REQUESTED DELIVERABLES:

- 1) Describe the ideal convenience store that Walmart could create for its shoppers.
 - What types of services/products would your store offer?
 - What is the layout of the store? Why is this optimal for someone looking to purchase something from a convenience store?
- 2) Describe the experience your store would provide to shoppers, and how it would entice existing and new Walmart customers.
 - How does it deliver on the promise of convenience?
 - How is it different from a traditional convenience store?
- 3) What role does consumer and/or retail technology play in delivering a positive experience for the customers?

Propose a usable packaging idea for cosmetic products



Avon

CHALLENGE BRIEF:

Companies are becoming more aware that resources are limited and what consumers have traditionally thrown away has value. This is especially important for new packaging technologies where the package can be transformed to be part of the product.

An example of this would be the edible membrane that “Ooho” uses to package drinking water. Instead of using plastic bottles, the water is encapsulated in an edible gelatinous membrane. We are interested in similar breakthroughs for makeup and cosmetics (ex. package can be a pre-cleanser/exfoliant)

REQUESTED DELIVERABLES:

- 1) Choose a specific cosmetic product (makeup or skin care) and describe how you think packaging for this product can become an active, usable source of benefits for the consumer.
- 2) What are the specific benefits of the usable packaging and what does it add to the overall customer experience?
- 3) How is your packaging idea different from what is currently available?
- 4) How does your idea solve problems with existing packaging?
- 5) Attach an artistic rendering of what your new type of packaging would look like, and show how it could be advertised to catch the attention of consumers.

ABOUT:

SPEED: 33 Days
ENGAGEMENT: 240 Participants
DIVERSITY: 77 Universities
VISIBILITY: 6747 Page Views

RESULTS:

4 Concepts Pursued





What's the next big trend to integrate digital & physical commerce?



Lowe's

CHALLENGE BRIEF:

As a leading global retailer, it is imperative for Lowe's to figure out the proper application of new technologies and emerging consumer trends. Many of these technologies and trends help retailers seamlessly engage a customer from channel-to-channel; across both in-store and digital interactions.

Advances like self-checkout, mobile ads, or apps for same day delivery illustrate recent innovations to engage customers digitally, in stores, and in other locations.

REQUESTED DELIVERABLES:

- 1) Propose an emerging technology or consumer trend that could be successfully implemented or utilized in the retail environment
- 2) Explain the user experience for your idea
- 3) Specifically, how could Lowe's leverage your solution successfully given their brand, size, and target consumers?
- 4) Include any references used in your analysis (research reports, publications, etc.)

ABOUT:

SPEED: 28 Days
ENGAGEMENT: 164 Participants
DIVERSITY: 76 Universities
VISIBILITY: 3284 Page Views

RESULTS:

4 Concepts Pursued



Revise the purchasing of wet petfood



Mars Petcare

ABOUT:

SPEED: 29 Days
ENGAGEMENT: 75 Participants
DIVERSITY: 37 Universities
VISIBILITY: 1235 Page Views

RESULTS:

2 Concepts Pursued

CHALLENGE BRIEF:

In recent years, the wet petfood industry has seen its sales continue to decline among pet owners. Additionally, research shows that only older demographics have continued to purchase wet petfood, and this is even more bad news if this industry wants to stay relevant in the future.

REQUESTED DELIVERABLES:

- 1) Propose an idea that could help rejuvenate the wet petfood industry.
- 2) Why do you believe your idea would be successful, and how would it be implemented?
- 3) If applicable, attach an artistic rendering (sketch, design, mockup, etc.) of your proposed solution

Criteria: Feel free to explore different types of deliverables for your solution. Examples could include, but are not limited to:

- 1) Marketing ideas
- 2) New product innovations
- 3) Use of technology



How can we be a force for good and uniquely support local communities?



Target

ABOUT:

SPEED: 29 Days
ENGAGEMENT: 87 Participants
DIVERSITY: 48 Universities
VISIBILITY: 2087 Page Views

RESULTS:

4 Concepts Pursued

CHALLENGE BRIEF:

Target has a long history of community giving, mainly through philanthropy and volunteerism. We're looking for ideas that would creatively leverage Target's assets and capabilities (i.e. stores, digital presence, brand credibility, partnerships, marketing, etc.) to extend our support in new and innovative ways to meaningfully address community needs.

Every community is unique, often defined by geography, demographics, history, culture, struggles and successes that unite people who live or work there. Each community often also has a set of needs that limit the potential of its community members to thrive, with some in more dire states than others.

REQUESTED DELIVERABLES:

Design one game-changing idea for how Target can uniquely support a community that you know of and/or care about. Specifically, answer the following questions:

Briefly describe your community of inspiration (location, demographics, issues and opportunities). What need/opportunity are you solving for and why?

Describe your idea, including which Target assets and capabilities should be used and how they will they be used to meaningfully support this community.

What is the benefit to the community? How is this authentic and genuine to Target's brand? What partnerships will this require?



Optimize inventory for seasonal products



Anonymous

ABOUT:

SPEED: 31 Days
ENGAGEMENT: 67 Participants
DIVERSITY: 34 Universities
VISIBILITY: 2026 Page Views

RESULTS:

2 Concepts Pursued

CHALLENGE BRIEF:

Seasonal food products can sometimes pose an obstacle for maximizing inventory efficiency, because it can be hard to match market demand with factory production. For example, certain types of soup represent a seasonal business, and these have a shelf life longer than most other food items. To meet high demand in the winter, soup is produced in the summer and fall and stored until an order is placed. This leads to high levels of non-working capital sitting in a warehouse.

These are numbers from 2 of our manufacturing sites with national distribution:

- 10% of the total SKUs turn over weekly and represent 30% of warehouse volume
- 30% of the SKUs turn over every other week and represent 30% of volume
- 60% of the SKUs turn over every 18-24 months and represent 30% of volume

REQUESTED DELIVERABLES:

- 1) An artistic rendering (picture, diagram, video, chart, powerpoint etc.) that breaks down the steps needed to implement your proposal
- 2) A written description that explains each step in your diagram. Specify how your method will improve inventory efficiency, and cut back on non-working capital

Criteria: Your solutions should not reduce the number of SKUs in warehouses, and should not require a change in manufacturing locations.

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?

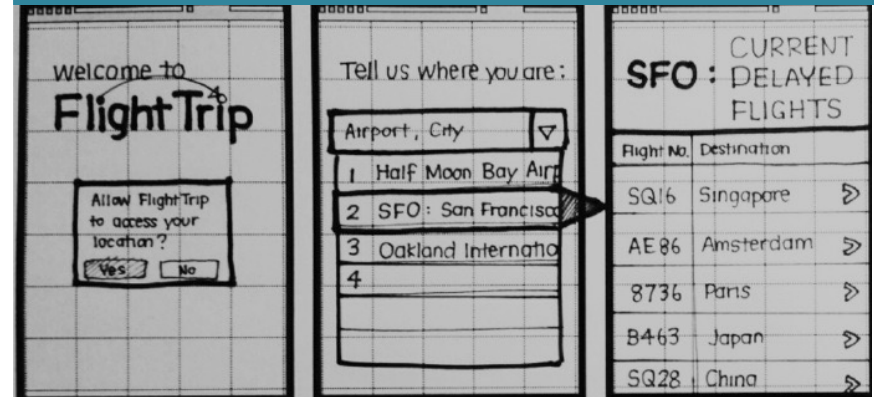
Reader be forewarned; this is fairly crazy. But I would totally switch banks for this. A built-in peer-to-peer lending platform is the new Uber for banking. And I think with good image management it can be pulled off with professionals provide an exclusively unique feature that is beneficial to all parties: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

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

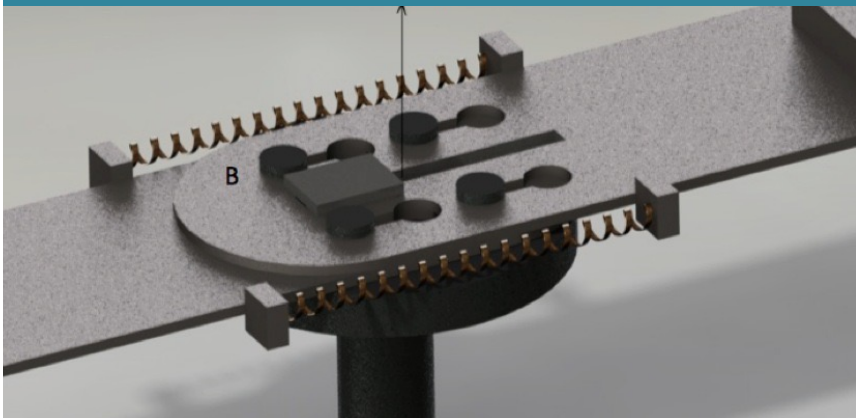
MOCKUPS

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




RENDERINGS

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



VIDEO

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

Problem	CEB Insight	?	Unknown potential value in new technologies for a company
Solution	Research		
Examples	Application	🕒	Hesitation in the decision-making process slows progress
		↩	Lack of consumer insight integration in product development

2:24 / 12:02

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

**Starter
Pack**
(3 Challenges)

**Standard
Pack**
(5 Challenges)

**Enterprise
License**
(Unlimited Challenges)

Products & Services

\$24,000

\$37,500

\$70,000

Community: Access MindSumo's diverse community of over 1 million problem solvers



Dashboard, Rewards, IP: Real-time dashboard to analyze results. You keep IP. MindSumo handles rewards for winners



Account Management: Dedicated account manager to draft, manage, & review your challenges



Reporting: Custom final report for each challenge launched which includes top results, themes & trends, recommendations for next steps



Pipeline Review & Launch Schedule: Monthly call to source new topics, create drafts, and schedule out upcoming challenge launches



Quarterly Success Review: In-depth presentation to share top trends, themes, submissions, and recommended actions from past 3 months of challenge results



White Label: Launch internal challenges for your own employees, partners, stakeholders, etc.



DISCOUNT: Compared to one-time challenge price

20% off

25% off

30% off



MindSumo

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>