



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

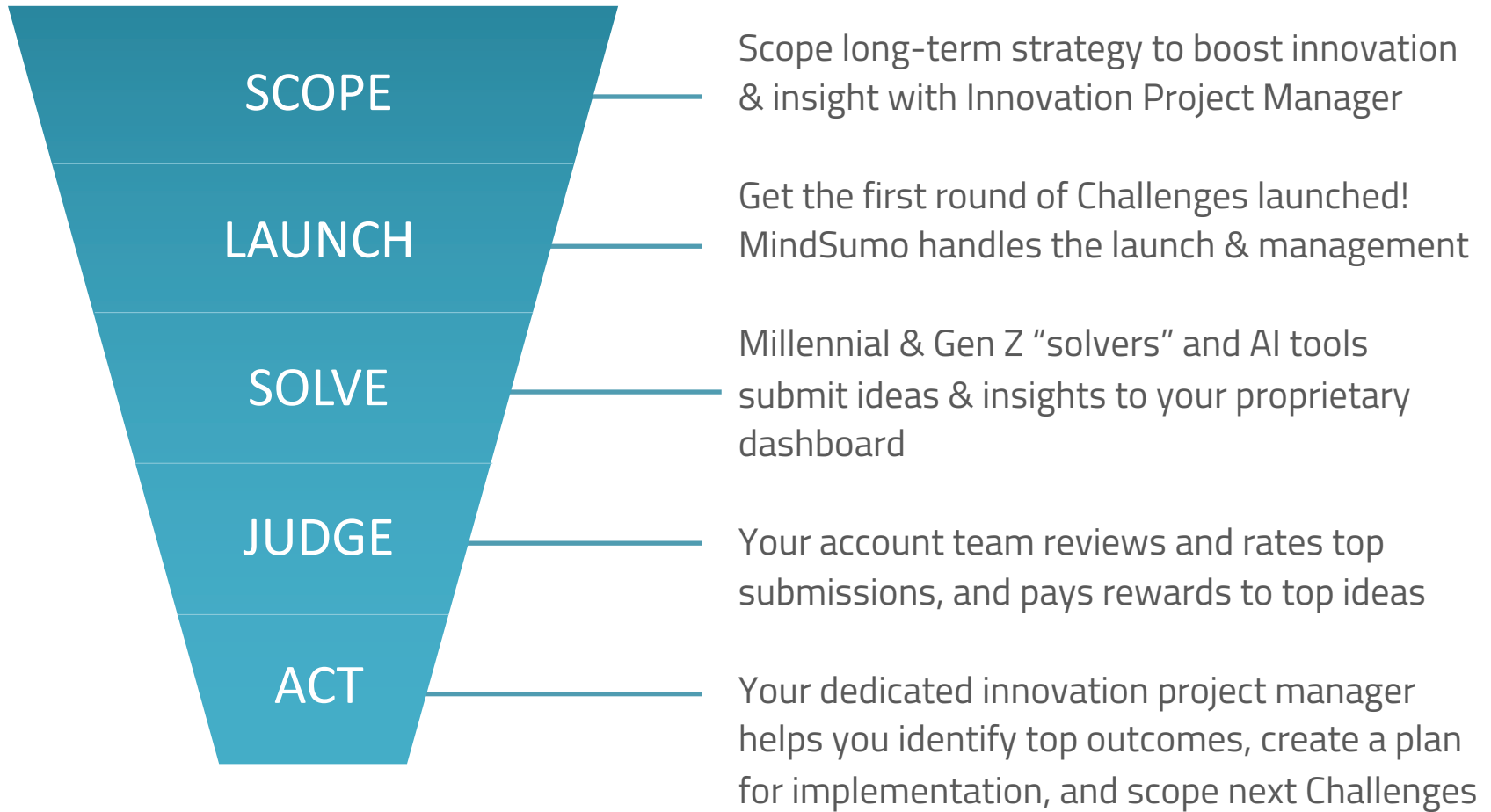
400,000+

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 Engineering & Software



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





Track endangered rhinos with an algorithmic visual tracking system



Ol Pejeta Conservancy

ABOUT:

SPEED: 38 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.

Create new, real-world applications of Microsoft Kinect



Microsoft

CHALLENGE BRIEF:

The Kinect is one of the most innovative technologies to be released in the past 5 years. If you don't already know, Kinect is a motion sensing input device by Microsoft for the Xbox 360 video game console and Windows PCs. It was the "fastest selling consumer electronics device", selling a total of 8 million units in its first 60 days.

Many of the early applications of Kinect used voice and gesture recognition for gaming experiences. However, as Kinect becomes more mature, the market has recognized hundreds of new areas where the hardware's motion sensor technology can be revolutionary. Third parties have already used human gestures and Kinect to control robots, manipulate web browsers, or even play a virtual piano.

REQUESTED DELIVERABLES:

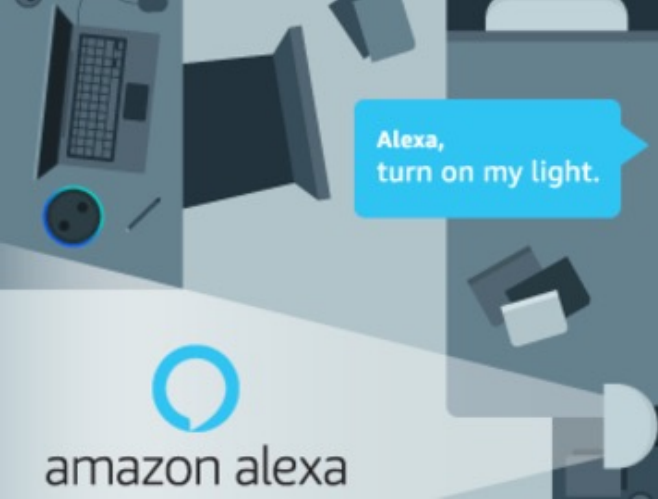
Explore new experiences that you can create using the Kinect. Then, submit a design document describing the architecture of your proposed application. Include high-level code samples to explain your architecture (in C++/CLI, C#, or Visual Basic .NET).

ABOUT:

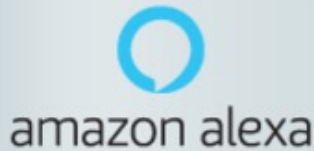
SPEED: 30 Days
ENGAGEMENT: 112 Participants
DIVERSITY: 61 Universities
VISIBILITY: 1603 Page Views

RESULTS:

2 Concepts Pursued



Alexa,
turn on my light.



Hack the dorm with Amazon Alexa



Amazon Alexa

ABOUT:

SPEED: 30 Days
ENGAGEMENT: 45 Participants
DIVERSITY: 29 Universities
VISIBILITY: 12336 Page Views

RESULTS:

11 Applications Published

CHALLENGE BRIEF:

Alexa, the voice service that powers Amazon Echo, provides capabilities, or skills, that enable customers to interact with devices in a more intuitive way using voice. Examples of skills include the ability to play music, answer general questions, set an alarm or timer, and more. Watch this video to learn more.

The objective of this challenge is for you to build a new voice-activated Alexa skill for your university dorm using the Alexa Skills Kit. The winners will create a new skill that makes life easier and better in a university dorm. From improving accessibility features, to creating integrations with your entertainment system, or even making homework more efficient, all domains will be considered. Entries will be judged on their usefulness and creativity among a few other criteria. Submissions must be eligible for publication, meaning they should comply with our content guidelines, should not be directed at children under 13, and cannot infringe third-party IP. The best part; no hardware is necessary to do this. If you do not have an Alexa-enabled device, you can test your skill with Alexa right in your browser and begin building your skill right away.

REQUESTED DELIVERABLES:

The Alexa Skills Kit (ASK) enables developers to easily build capabilities, called skills, for Alexa. ASK includes self-service APIs, documentation, templates, and code samples to get developers on a rapid road to publishing their Alexa skills.

Design, build, test, and submit your skill for certification. Skills that do not pass Amazon certification during the Certification Period will still be reviewed by the Judges but will not be eligible for points awarded to published skills.



Keep rivers clean with a water-measuring sensor



Ericsson

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



ABOUT:

SPEED: 30 Days
ENGAGEMENT: 52 Participants
DIVERSITY: 18 Universities
VISIBILITY: 5478 Page Views

RESULTS:

2 Concepts Pursued

(One In Use Today!)



Use social data to identify the drivers of online conversations



Wells Fargo

ABOUT:

SPEED: 21 Days
ENGAGEMENT: 174 Participants
DIVERSITY: 13 Universities
VISIBILITY: 2160 Page Views

RESULTS:

5 Concepts Pursued

CHALLENGE BRIEF:

Dialogues on social media can provide tremendous insight into the behaviors, desires, pains, and thoughts of consumers. We'd like your help in developing a repeatable process that identifies, classifies, and extracts the underlying drivers of consumer financial conversations and comments in social media data. Use the dataset attached below which captures hundreds of thousands of social posts.

REQUESTED DELIVERABLES:

What financial topics do consumers discuss on social media and what caused the consumers to post about this topic?

- Describe your Approach and Methodology. Include a visual representation of your analytic process flow.
- Discuss the data and its relationship to social conversation drivers.
- Document your code and reference the analytic process flow-diagram from deliverable A.

Are the topics and “substance” consistent across the industry or are they isolated to individual banks?

- Create a list of topics and substance you found
- Create a narrative of insights supported by the quantitative results (should include graphs or charts)



What is the best way to deploy connected lighting systems?



Energy Focus

ABOUT:

SPEED: 27 Days
ENGAGEMENT: 57 Participants
DIVERSITY: 25 Universities
VISIBILITY: 2047 Page Views

RESULTS:

3 Concept Pursued

CHALLENGE BRIEF:

Energy Focus manufactures LED tube lights, which address a huge portion of lighting in the commercial sector. Our lights already secure major energy and cost savings for our customers, and it's as easy as changing a light bulb. We're trying to push our technology further, specifically in the direction of greater connectivity and widespread sensors, for more energy savings and more value.

As we plan for the proliferation of the "Internet of Things", we want to make sure that "changing a light bulb" is still a simile for simplicity. If we nail the installation, we'll not only dramatically increase our customer base, but we will show the market how it should be done. Currently hooking up connected lights is quite difficult. Each light fixture or bulb needs to join the network on its own address, and then mapped to physical location and logical lighting zone. Very cumbersome and hard to maintain.

REQUESTED DELIVERABLES:

How could you roll out the simplest installation possible for a connected lighting system?

- A) How would the lights and sensors be installed?
- B) How would each bulbs, fixtures, and sensors get mapped or learn their function?
- C) What complementary systems, technologies, or resources would be needed to make your installation plan a reality?



Propose a disposable or reusable skin patch wearable



CHALLENGE BRIEF:

Wearable devices are taking on new forms and functions every day. Fitness trackers such as Fitbit have changed from simple step-counters to advanced systems that track heart rate, sleep patterns and more. Other types of body-worn wearables are breaking the molds of what we expect technology to accomplish in our day to day lives.

In addition to the startling new functionalities wearables offer, the technology behind them is becoming more affordable to produce. We want to look into the future of innovative and affordable wearables, specifically patch-like wearables. What scenarios are there in which a skin patch wearable could provide value? What functionality could that wearable provide?

REQUESTED DELIVERABLES:

Propose a (non-medical) disposable, partially-disposable, or re-usable skin patch or patch-like wearable technology:

1. What is your idea or use case for a patch-like wearable technology?
2. How does your device work and what problems does it solve? (Focus your solution on this question! We want to know what unmet customer need or pain point we can address)
3. What makes your device unique and why does it work well as a disposable, partially-disposable, or re-usable product?
4. (Optional) Sketches, drawings, CAD renderings, mock-ups, charts, videos, graphs or any other visuals that support your argument

Bonus: Put your device into the context of a business use case and explain target users, value proposition, market differentiators and anticipated business hurdles.



ABOUT:

SPEED: 31 Days
ENGAGEMENT: 78 Submissions
DIVERSITY: 66 Universities
VISIBILITY: 2523 Page Views

RESULTS:

4 Concepts Pursued



Propose a product to improve remote communication



Logitech

CHALLENGE BRIEF:

Logitech has been making accessories that help people better interact with their technology for over 30 years, and is constantly looking for ways to give people better experiences with technology. In recent years, technological advances have greatly enhanced the ability to connect remotely located people over phone, chat, video conferencing and social media. However, there still remains a huge difference between connecting online and meeting face to face.

We are seeking ideas for a product that will create much richer communication between two or more remotely located people. Think about non verbal communication and exchange of ideas, feelings and objects. The goal is to make remote communication feel every bit as rich as being in the same room.

REQUESTED DELIVERABLES:

- 1) A written description that describes your idea (must be a physical product), the design and its functional attributes
- 2) An artistic rendering (drawing, diagram, mockup, etc.) of your product to show how it works
- 3) Explain the user experience for your idea

CONSTRAINTS:

Remember, this needs to be a physical product, not just an app. Avoid any ideas that are already patented, in market or on Kickstarter/Indiegogo.

ABOUT:

SPEED: 28 Days

ENGAGEMENT: 282 Participants

DIVERSITY: 79 Universities

VISIBILITY: 9688 Page Views

RESULTS:

5 Concepts Pursued

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?

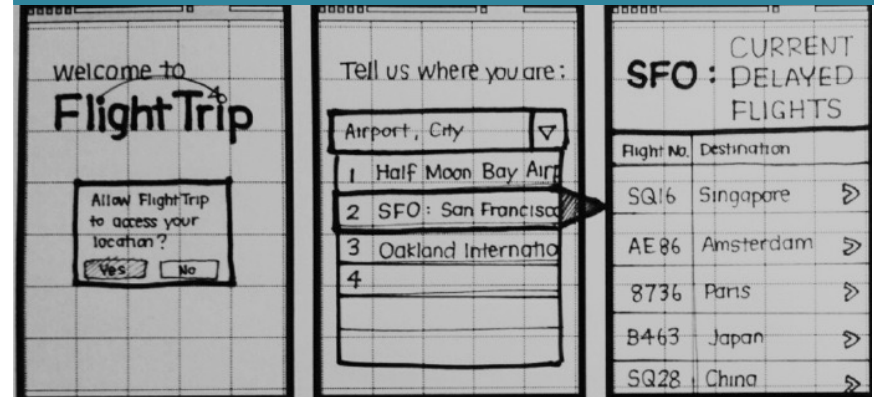
Reader be forewarned; this is fairly crazy. But I would totally switch banks for this. A built-in peer-to-peer lending platform is the new Uber for banking. And I think with good image management it can be pulled off with professionals provide an exclusively unique feature that is beneficial to all parties: 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

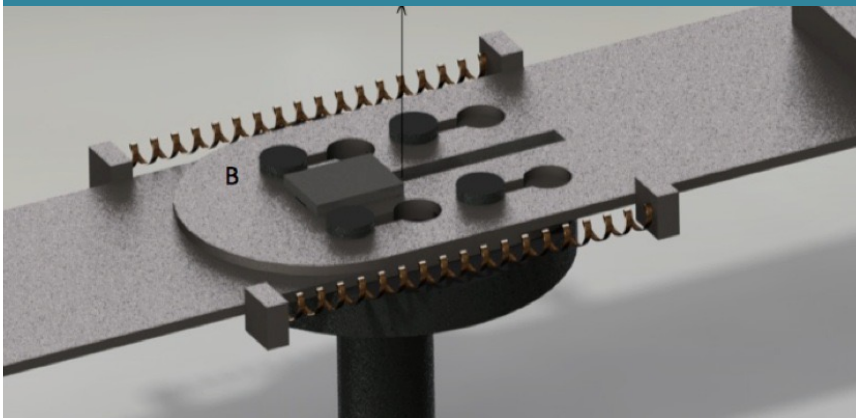
MOCKUPS

<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

A group of diverse people, including a woman with glasses in the foreground, are gathered around a table, looking at a tablet. The scene is brightly lit, suggesting an indoor setting like a meeting room or office. The overall mood is collaborative and focused.

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>