Platform Overview
Case Studies / Themes
White-Label + Pricing

Contact Us: keaton@mindsumo.com  http://www.mindsumo.com/innovate/start
What is MindSumo?

Insights & Innovation from Millennials & Gen Z

We use online projects called “challenges” to help you and your clients discover concepts, insights, trends, and break-through ideas.

Challenge Details
Duration: Flexible (up to 4 weeks)
Use Cases:
- Survey/rapid response
- Co-creation
- Concepts/mockups
- Ideation/brainstorming

350,000+ Community Members | 200,000+ Solutions Submitted | 1500+ Projects Hosted
How Does it Work?

SCOPE
Send us a few sentences about a topic and we’ll create a draft challenge

LAUNCH
Once you review and approve, we send the challenge to relevant participants

SOLVE
Participants have 7 -30 days to tackle the project depending on your project timeline

JUDGE
We help review and rate the top submissions, and we award prizes to high performers

ACT
All solutions are stored and are exportable on your MindSumo dashboard which also provides tools and reports for deeper analysis

See more detail about this process: http://www.mindsumo.com/process
User Benefits

Experience
Build resume with real-world projects

Cash Prizes
Over $6.9M awarded to top users

Job Opportunities
Some challenge hosts hire top performers
MindSumo has worked with nearly 100 Fortune 500 brands to launch challenges.
"As an R&D Scientist 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!"
CHALLENGE BRIEF:

Air pollution is a global problem that is getting worse every year. PM2.5 refers to particulate matter in the air that is less than 2.5 micrometers in diameter, and these particles are considered the most dangerous to inhale. Sadly, PM2.5 has become part of the daily weather forecast in many parts of the world, and it is very common to see face masks worn to protect people from what they breathe when out in public. These masks have low aesthetic appeal (not stylish), are uncomfortable to wear & breath through, and have limited functionality.

REQUESTED DELIVERABLES:

Please submit the following:
1) A design (visual, sketch, or mockup of some sort) for a fashionable, yet functional approach to personal air filtration
2) A brief written explanation of your design and its important features

Criteria: Solutions will be judged on
1) Creativity (the solution must be stylish)
2) Functionality (usable & intuitive)
3) Cost-effectiveness
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.
CHALLENGE BRIEF:
At Neutrogena, our Norwegian Formula® Hand Creams are industry leading products that give users noticeably softer and smoother hands. Despite this, there are still many consumers who choose a different hand cream or don’t use hand cream at all. We need to reach those people and convince them to give our fantastic products a try.

REQUESTED DELIVERABLES:
Come up with a comprehensive marketing plan to get consumers to buy their first Neutrogena Norwegian Formula® Hand Cream and try our products. In your solution, include the following:

1. What are some key moments we could focus on where potential buyers would be willing to change their spending habits and buy Neutrogena hand creams? What messaging should we use in those moments?
2. What non-traditional marketing tactics should we incorporate?
3. What consumer would you target in your attempt to get different people using our products? Would you target men, Millennials, or maybe some other demographic? Why?
4. What could we do on social media sites like Pinterest to turn people into Neutrogena buyers?
5. Do you use hand cream, and if so, do you buy Neutrogena products? How often do you buy hand cream?
What role can augmented reality play in packaging?

ABOUT:
SPEED: 28 Days
ENGAGEMENT: 44 Participants
DIVERSITY: 29 Universities
VISIBILITY: 1132 Page Views

RESULTS:
2 Concepts Pursued

CHALLENGE BRIEF:
Augmented reality (AR) builds upon the world around us by displaying information overlays and digital content tied to physical objects and locations. For instance, Google Translate is an existing smartphone app that provides real-time translations of words and phrases from a variety of languages just by holding up your smartphone and focusing on text. AR is a fast growing trend and is already being seen in food and beverage packaging providing content ranging from recipes to entertainment.

Over-the-counter (OTC) medicines are healthcare products sold directly to consumers without the need for a prescription. These products can range from pain management tablets for headache and body pain to topical gels for muscle and joint pain; tablets or liquids for cold and flu relief for both adults and children.

What role can AR play in OTC medicine packaging to provide an enhanced consumer experience?

REQUESTED DELIVERABLES:
Help us predict how smartphones & tablets will enable AR to be used to better serve our consumers and create more personalized user experiences. Specifically, answer these questions in detail:
1. How can smartphones & tablets interact with OTC packaging to facilitate consumer benefits like safe & recommended usage, repurchase, e-commerce, and other new features? Are these happening in-store or in-home?
2. What benefits would you expect this to provide to consumers? Why would your AR solution make life better, and how?
3. Walk us through the entire process of how consumers would interact with the packaging and AR content.
4. Include a sketch, diagram, or illustration to help visualize your idea.
CHALLENGE BRIEF:

Our company is designing the next generation of wearable technology for children (between 18 months and 7 years old). Our KiBand is a proximity wristband that connects to a parent’s smartphone to keep their children safe and close.

Designing wearable technology for children can be very difficult for a number of reasons. Children are the consumer and the user; however, parents are the purchaser as well as a user. Great design would incorporate what the parent thinks the child wants as well as what the child would enjoy wearing. Additionally, children are less careful with their possessions, which requires a design able to sustain increased wear and tear.

REQUESTED DELIVERABLES:

Propose a locking mechanism for the wristband that can only be removed by the parent. Include component specification or references where appropriate, as well as an artistic rendering (sketch, mockup, CAD).

Explain the user experience for the parent. How does your solution keep children from unlocking the wristband? or overcome the child’s objection to wearing the device? How does your design inspire feelings of safety and confidence in the parent/buyer?
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 beware, 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 providing an exclusively unique feature that is beneficial to all parties: banks, peer financiers and borrowers. The La Club has pioneered the innovative credit paradigm for medical financing, business loans, personal loans, and as a result, a new investment opportunity. I think an upstart online bank that is willing to get its hands a little muddy to bring this genre 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

Uncertain potential value in new technologies for a company

Hesitation in the decision-making process slows progress

Lack of consumer insight integration in product development
White Label Highlights

Our White-Label is the perfect solution if you want to crowdsource new innovation from your own employee network, or if you want to tap into communities outside of MindSumo’s user base.

Engage Any Community
Access our 330K Millennials or engage employees, partners, startups, etc.

Customize Portal Branding
Launch your challenges from your own portal using custom URLs. No competing with other active challenges on the platform!

Launch Unlimited Challenges
Take advantage of the highest enterprise option to get unlimited challenges for your team.
## PACKAGE PRICING

<table>
<thead>
<tr>
<th></th>
<th>One Challenge</th>
<th>Two-Pack</th>
<th>Three-Pack</th>
<th>Five-Pack</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price</td>
<td>$10,000</td>
<td>$17,500</td>
<td>$24,000</td>
<td>$37,500</td>
</tr>
</tbody>
</table>

## WHAT YOU GET

- **Community:** Access MindSumo’s diverse community of 340,000 users
- **Platform:** Leverage a real-time dashboard to review, analyze, and export results
- **Incentives:** MindSumo automatically handles the rewards for top participants
- **IP Ownership:** You retain ownership of IP from all challenge submissions
- **Expert Consultation:** Full consulting services for challenge creation, editing, and launch strategy
- **Distribution Boost:** Broadcast to MindSumo users and strategic partners in our weekly newsletter
- **Reviewing Support:** We pre-screen submissions to help you quickly find the best insights and ideas

## WHITE LABEL (additional $3,500 per challenge)

- Engage your own community with challenges (employees, customers, partners)
- Create your own branded challenge pages hosted on custom URLs
## Subscription Pricing

<table>
<thead>
<tr>
<th>Feature</th>
<th>Enterprise Basic</th>
<th>Enterprise Premium</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>License Fee</strong></td>
<td>$50,000</td>
<td>$65,000</td>
</tr>
<tr>
<td>One-time payment</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Challenge Fee</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Paid per-challenge (unlimited per year)</td>
<td>$2,300</td>
<td>$2,500</td>
</tr>
<tr>
<td><strong>White Label</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Custom Audiences</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Launch challenges for your employees, clients, partners, etc.</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Custom URLs &amp; Landing Pages</td>
<td>X</td>
<td>✔</td>
</tr>
<tr>
<td>Personalize landing pages and URLs to create a more branded challenge experience</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Community: Access MindSumo’s diverse community of 340,000 users</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Platform, Rewards, IP:</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Real-time dashboard to analyze results. MindSumo pays rewards, you keep IP.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Expert Consultation:</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Full consulting services for challenge creation, editing, and launch strategy</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Distribution Boost:</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Broadcast your challenge in MindSumo’s weekly newsletter</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Expert Review Support:</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>We pre-screen submissions to help you quickly find the best insights and ideas</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
**ROI for MindSumo**

**Satisfied Clients**

9.2 out of 10 is our customers’ average satisfaction rating

**Quality Outcomes**

34% of crowd submissions are given quality ratings of 8/10 or higher

**Repeat Users**

72% of clients launch additional challenges after their first experience.

“In a matter of a few short days we received over 140 detailed MindSumo submissions, for which participants are paid a small fee by MindSumo. The responses are provocative, original, thoughtful, and often quite detailed. And the minimal cost to our team of this innovative study would shock you!”

Alex Cohen – Chief Commercial Specialist @ Compass
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](http://www.mindsumo.com/innovate/start)