Brightidea Innovation Cloud 2.0:

A Roadmap for Innovation Success

BRIGHTIDEA®

The **Brightidea Innovation Cloud** offers four distinct products designed to align with the corporate innovation journey. In our experience this journey is the best path to truly disruptive innovation and will enable you to streamline your innovation activities and scale them over time to meet the accelerating rate of technology and innovation.

While on this **innovation journey**, a company typically plots a course towards a destination where a culture of innovation thrives, yields measurable business impact, and drives innovation further and faster. With every success it achieves, the company moves further along in its efforts: building teams, adding resources, engaging in more complex initiatives stage by stage.

THE CORPORATE INNOVATION JOURNEY

BRIGHTIDEA
TRANSFORMATION
Command Company-wide Change

BRIGHTIDEA
ECOSYSTEM
Integrate External Innovation

BRIGHTIDEA
LABS
Incubate the Next Big Thing

BRIGHTIDEA
PROGRAMS
Jumpstart Employee Innovation

Managing the success of every stage in the journey is an innovation leader with a distinct role, each with a different job and unique set of requirements. For example, the demands of running problem-solving idea challenges differ from the job of overseeing project teams in an innovation lab. To meet their needs, Brightidea offers a dedicated product for every role in innovation management.

BRIGHTIDEA
INNOVATION CLOUD 2.0®

A Distinct Product for Every Role in Innovation Management

HEAD OF INNOVATION PROGRAMS

HEAD OF INNOVATION LAB

HEAD OF INNOVATION ECOSYSTEM

HEAD OF TRANSFORMATION

The products in Brightidea Innovation Cloud are designed to help you run any innovation initiative—even those you haven't thought of yet. **We do it with innovation apps.** Each product contains a suite of apps designed and configured to support a specific innovation activity with a desired output. And every workflows and design templates can be further configured to your unique requirements.

BRIGHTIDEA PROGRAMS

Designed for the Head of Innovation Programs to *jumpstart employee innovation,* Programs allows delivering quick wins with actual innovation outcomes while establishing repeatable processes.

BRIGHTIDEA LABS

Designed for the Head of Innovation Labs to *incubate the next big thing,* Labs brings disciplined execution to prototyping and testing higher-risk, higher-reward innovation projects.

BRIGHTIDEA ECOSYSTEM

Designed for the Head of Innovation Ecosystem to *integrate external innovation,* Ecosystem connects you to outside resources. It enables tracking, leveraging, and investing in startup technologies and companies that could benefit your firm's long-term success.

BRIGHTIDEA TRANSFORMATION

Designed for the Head of Transformation to *command company-wide change,* Transformation enables you to revamp your entire organization through cultural, digital, or organizational transformation by applying new processes and technologies.
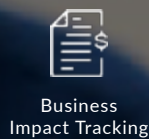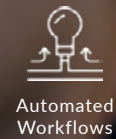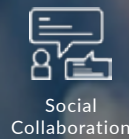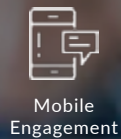
BRIGHTIDEA BUILD

Designed for any innovation leader to create and execute a custom process, Build is for innovation teams whose needs fall outside the typical innovation journey.

BRIGHTIDEA
PROGRAMS
Jumpstart Employee Innovation

User Management

Mobile Engagement

Social Collaboration

Automated Workflows

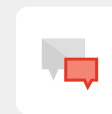**Business Impact Tracking**

Reporting & Analytics

ACHIEVE QUICK WINS WITH TOOLS TO HELP SMALL TEAMS RUN LARGE-SCALE INNOVATION PROGRAMS

→ **CREATE A CULTURE OF INNOVATION //** Brightidea makes it simple for employees to participate in discussions, share ideas, help solve technical problems, and improve areas of business—no training required.

→ **DRIVE REAL BUSINESS IMPACT //** You can achieve quick wins with tools designed to help small teams run large-scale innovation programs.

→ **ESTABLISH A REPEATABLE PROCESS //** From idea generation to evaluation to implementation, Brightidea helps you establish best-in-class innovation processes. Robust measurement tools let you track every stage in real time and show the ROI of your efforts.

DRIVE INNOVATIONS WITH SPEED AND IMPACT USING SPECIALIZED APPS

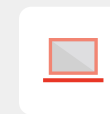Eight innovation apps included in Programs enable you to run specific activities:

DISCUSS
Initiate Employee Engagement

EXPLORE
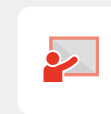Explore a Market Opportunity

EXPLORE
Build Prototypes

NAME
Brand Internal Programs

OPTIMIZE
Improve a Business Area

PITCH
Run Internal Shark Tanks

RECOGNIZE
Recognize Innovative People

SOLVE
Solve a Specific Problem

BRIGHTIDEA LABS
Incubate the Next Big Thing

Streamline Team Collaboration

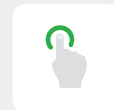Quickly Build a Business Model

Test Your Riskiest Assumptions

Precisely Measure Business Impact

TACKLE YOUR RISKIEST, HIGHEST-POTENTIAL INNOVATIONS TO FIND HIDDEN SOURCES OF GROWTH AND OPPORTUNITY

→ INCUBATE GAME-CHANGING NEW CONCEPTS // With Brightidea's core innovation process built right into the platform, you can identify the most promising projects to work on and invest only in those with high success potential.

→ EXPERIMENT AND ITERATE WITH EFFICIENCY // You can set up topics for design research and revietw or connect with colleagues to stay abreast of market trends. Best of all, you can nurture the riskiest

→ projects safely from the core business.

DELIVER BUSINESS IMPACT THAT "MOVES THE NEEDLE" // With tools to quickly and easily stay on top of your project portfolio, you can stay mindful of your time and money spend and make only the smartest investments.
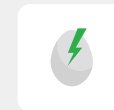
EXECUTE WITH DISCIPLINE AND TRANSPARENCY USING SPECIALIZED APPS

Four innovation apps included in Labs enable you to run specific activities:

APPLY
Leverage a New Technology

INCUBATE
Develop Opportunities

MONITOR
Track Evolving Trends

UNDERSTAND
Facilitate Design Research

BRIGHTIDEA
ECOSYSTEM
Integrate External Innovation

Internal & External Collaboration
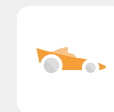
Explore Network Opportunities

Manage IP Exchange

Control Role-Based User Access

CONNECT WITH THE INDUSTRY ECOSYSTEM OUTSIDE THE BORDERS OF YOUR COMPANY

→ **ACTIVATE EXTERNAL PARTNERS //** Brightidea lets you connect and collaborate with key players in your industry's ecosystem, beyond company borders. You can scout, accelerate, partner, or invest in the most promising outside opportunities.

→ **FIND GAME CHANGING TECHNOLOGIES //** Dedicated apps empower you to explore outside opportunities. You can track and evaluate every startup, university, or invention that could change your company's entire business trajectory.

→ **BUILD YOUR NETWORK FROM A CENTRAL LOCATION //** With one unified platform you can nurture every activity in your ecosystem. You can collaborate on shared pipelines of opportunity across all your ecosystem's teams.
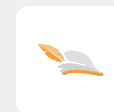
EXECUTE WITH DISCIPLINE AND TRANSPARENCY USING SPECIALIZED APPS

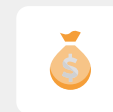Four innovation apps included in Ecosystem enable you to run specific activities:

ACCELERATE
Manage Accelerator Program

SCOUT
Discover Technology Companies

VENTURE
Fund Venture Capital

BRIGHTIDEA
TRANSFORMATION
Command Company-wide Change

Executive Team Alignment
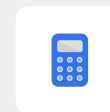
Change Management

Transformation Strategy Roadmap

BUILD A FLEXIBLE ORGANIZATION THAT EMBRACES DISRUPTION OPPORTUNITIES & LEVERAGES RADICAL INNOVATIONS

→ INCUBATE GAME-CHANGING NEW CONCEPTS // Brightidea empowers you create new business models and manage shifts in mindset, ultimately creating a company-wide culture of innovation.

→ TRANSFORM YOUR ORG THOUSANDS OF PROJECTS AT A TIME // With one platform you can do everything you need for company-wide transformation. You can source ideas, test them, find those with the, and then track their outcome.

→ LAUNCH AND MANAGE YOUR INFRASTRUCTURE FOR THE FUTURE // You can build a scalable infrastructure to track and automate workflows, then centrally manage the transformation of all your products, services, and internal operations & processes.

MANAGE AND COLLABORATE WITH YOUR NETWORK USING SPECIALIZED APPS
Four innovation apps included in Transformation enable you to run specific activities:
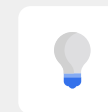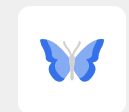
CONSULT
Seek External Advisors

GIG
Allocate Work Internally

SUGGEST
Consider Any Idea

TRANSFORM
Research Promising Opportunities

BRIGHTIDEA
BUILD
Customize Your
Innovation Management

TRANSFORMATION
Command Company-Wide

Build a Customized
Platform

Create & Manage
Your Own Ecosystem

ECOSYSTEM
Integrate External Innovation

Cross-Departmental &
Geographical Tracking

Measure, Evaluate &
Scale Select Activities

DESIGN AND EXECUTE A CUSTOM PROCESS TO MEET THE UNIQUE DEMANDS OF YOUR INNOVATION TEAM

→ Whether to augment one or more of our products, or to build an entirely bespoke product from the ground up, Build empowers you to innovate in ways that have never been done before. Brightidea Professional Services will work with you to customize the technology that powers the Brightidea Innovation Cloud. Our experienced professionals are dedicated to your program's success, whether you're just getting started, rebooting or enhancing your collaborative innovation capabilities.

CUSTOM
Design a
Challenge

DUPLICATE
Duplicate
an Initiative

CREATE AN ORGANIZATION WHERE THE BEST IDEAS WIN

Whether you are launching new Innovation Programs, setting up an Innovation Lab, engaging your external Ecosystem, or seeking to drive company-wide Transformation; Brightidea offers the most advanced software products on the planet.

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