



BRIGHTIDEA LABS

Incubate the Next Big Thing

Incubate Game-changing New Concepts

Managing an innovation lab is challenging. But 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. Our easy-to-use backend helps you track and report on innovation impact to the business so you can substantiate projects and showcase accomplishments to key stakeholders.

Summary by Project

Financial Impact reported in the initiative by Project. There are 6 Projects in total.

Projects	Category	Total Projected Benefits	Total Actual Benefits
Artemis See All	Electronics	\$7.5MM	10.8MM
Artemis Streaming Device	Electronics	\$11MM	\$0
Artemis Blockchain	Technology	\$6MM	\$6.4MM
Artemis MicroLoans	Payments	\$4MM	\$11.5MM
Smart Book Subscriptions	Services	\$1.5MM	\$100K
Speech Enabled Applications	Data Solutions	\$0	\$0

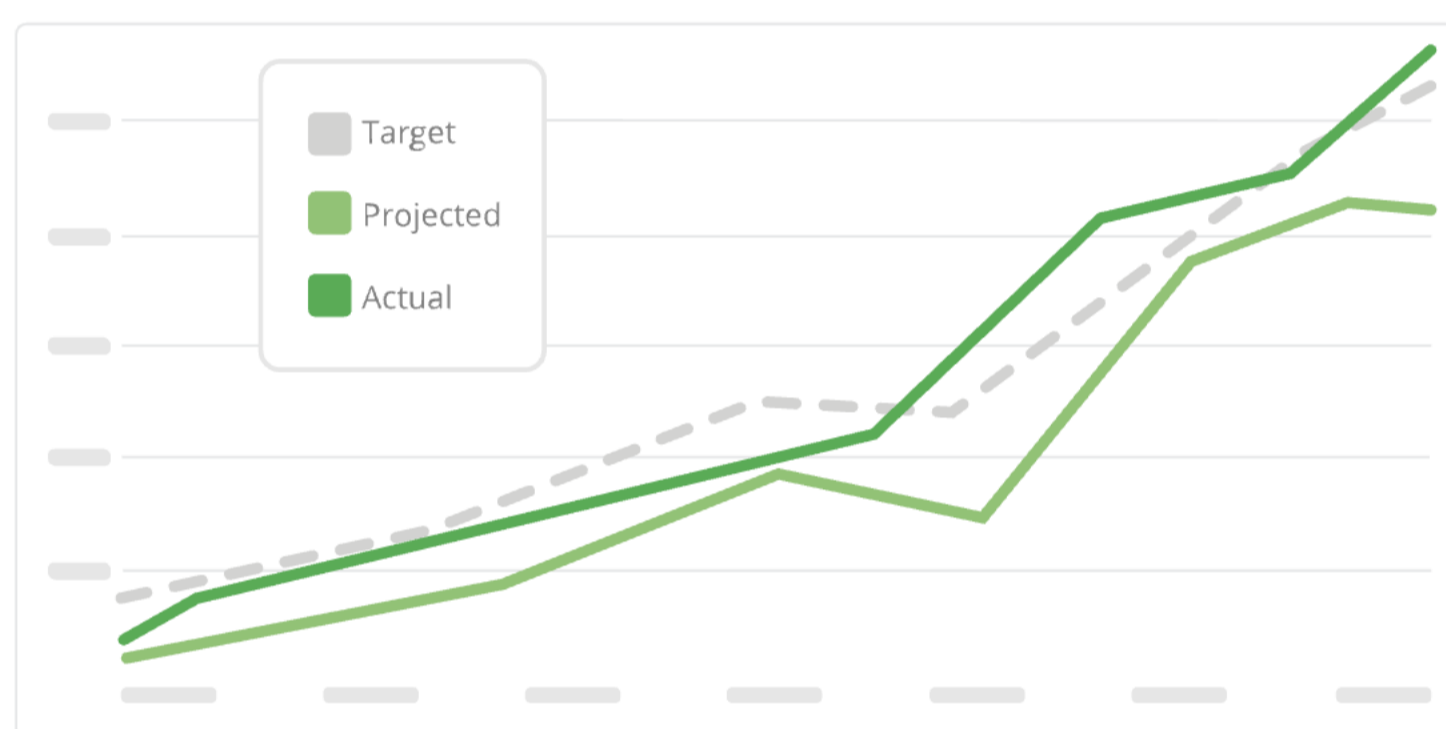


Experiment and Iterate Efficiently

Why reinvent the wheel? With dedicated apps, you can run the most common innovation activities. Use them for simpler tasks such as setting up topics for design research and review, or connecting with colleagues to stay abreast of market trends. Best of all, there's an app to help your innovation lab nurture its riskiest projects away from the pressures of everyday business.

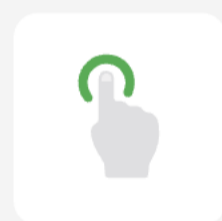
Deliver Business Impact That "Moves the Needle"

You can only bet on so many projects with your budget, so you want to be mindful of your time and money spend. Brightidea has the right tools to quickly and easily stay on top of your project portfolio. You don't need a full blown ERP, you just need to keep your bets balanced and know where to put your dollars. We've got you covered.



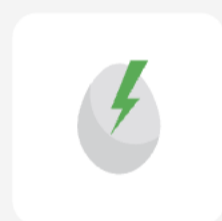
The Most Advanced Capabilities to Incubate the Next Big Thing

Use Brightidea Labs to nurture riskier ideas safely away from the core business, funding only the most promising projects.



Apply

Leverage a New Technology



Incubate

Develop Opportunities



Monitor

Track Evolving Trends



Understand

Facilitate Design Research



Maureen Belanger

Senior Strategy Analyst

"Brightidea has assisted us greatly in our goal to fan the flames of innovation within our enterprise."



Ready to Tackle Your Riskiest Ideas?

We've helped over 300 companies run their innovation programs – we'll be there with you every step of the way. Let us show you how Brightidea's robust features amplify your impact.

REQUEST DEMO

