



Matt Greeley

CEO, Brightidea



THANK YOU.



Bayer

Comcast



TOYOTA

AARP



Bristol-Myers Squibb

PEARSON
Education



CABOT
creating what matters



Allstate
You're in good hands.



McKesson

Empowering Healthcare

brookstone

MONSANTO



Caltrans



nielsen



prodigyworks

UNITED



usbank

StanleyBlack&Decker



Manulife

accenture

sodexo

Vonage



syngenta

SAP

Humana

Southwest

CISCO

EMERSON



TURKISH AIRLINES



Electrolux



Adobe



BT



INTERNATIONAL PAPER



CATHAY PACIFIC



MERCK

Be well

SONY



Autoliv



CHEESE
FACTORY



LEAR
CORPORATION

SANOFI



T.RowePrice

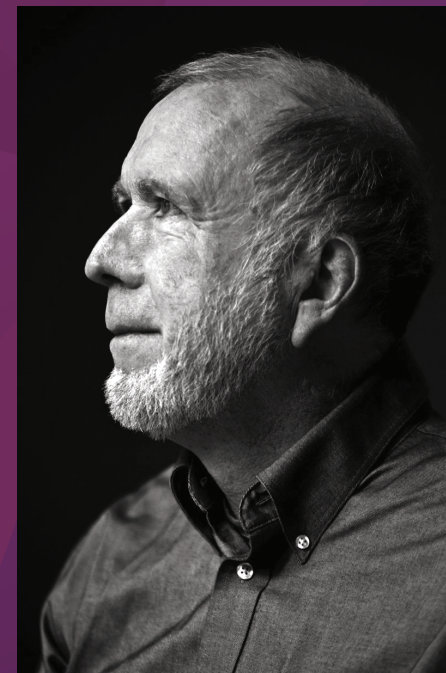
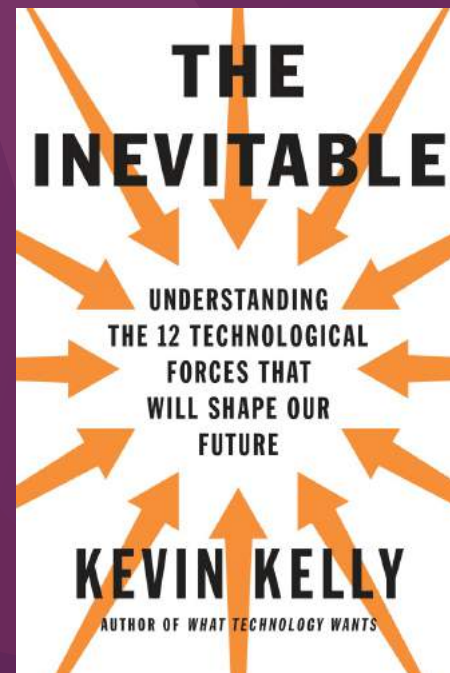


avanade
Results Realized



StanleyBlack&Decker





BRIGHTIDEA®

FALL 2016 RELEASE

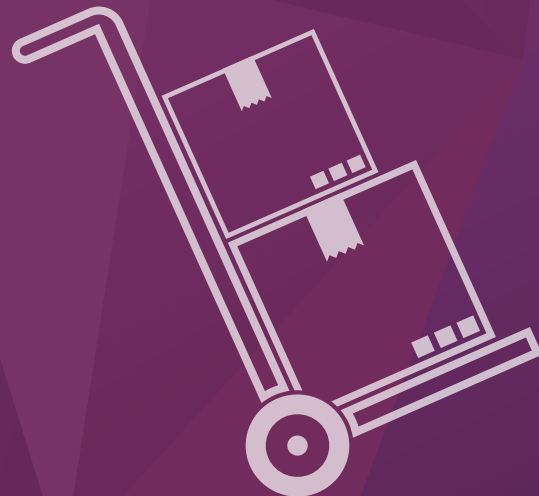


SYNTHESIZE

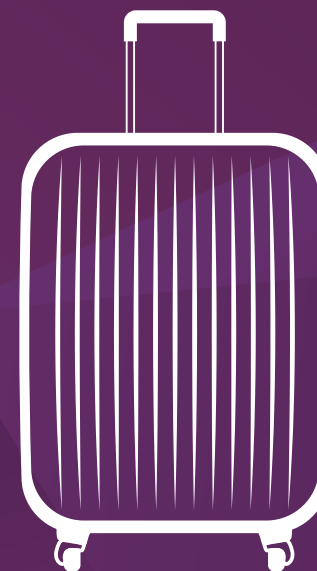
BRIGHTIDEA®



+



=









World Wide Web


File Edit View Help

Go

http://www.brightidea.com

FIRST CROWDSOURCING CONTEST 2000

Sample Concept #2



The following idea highlights a new market opportunity.

idea entered by


submitted 10/15/00 10:15:00 PM

Title

Smart refrigerator for a single person.

Idea Description

Sample Submitted Idea 1



The following idea was **flagged** and **scored** by the Brightidea filtering system and **sent directly** to the new product design group within Emerson.

idea entered by

submitted 10/15/00 10:15:00 PM

Title

The fridge as coffee factory.

Idea Description

Users: 3,659

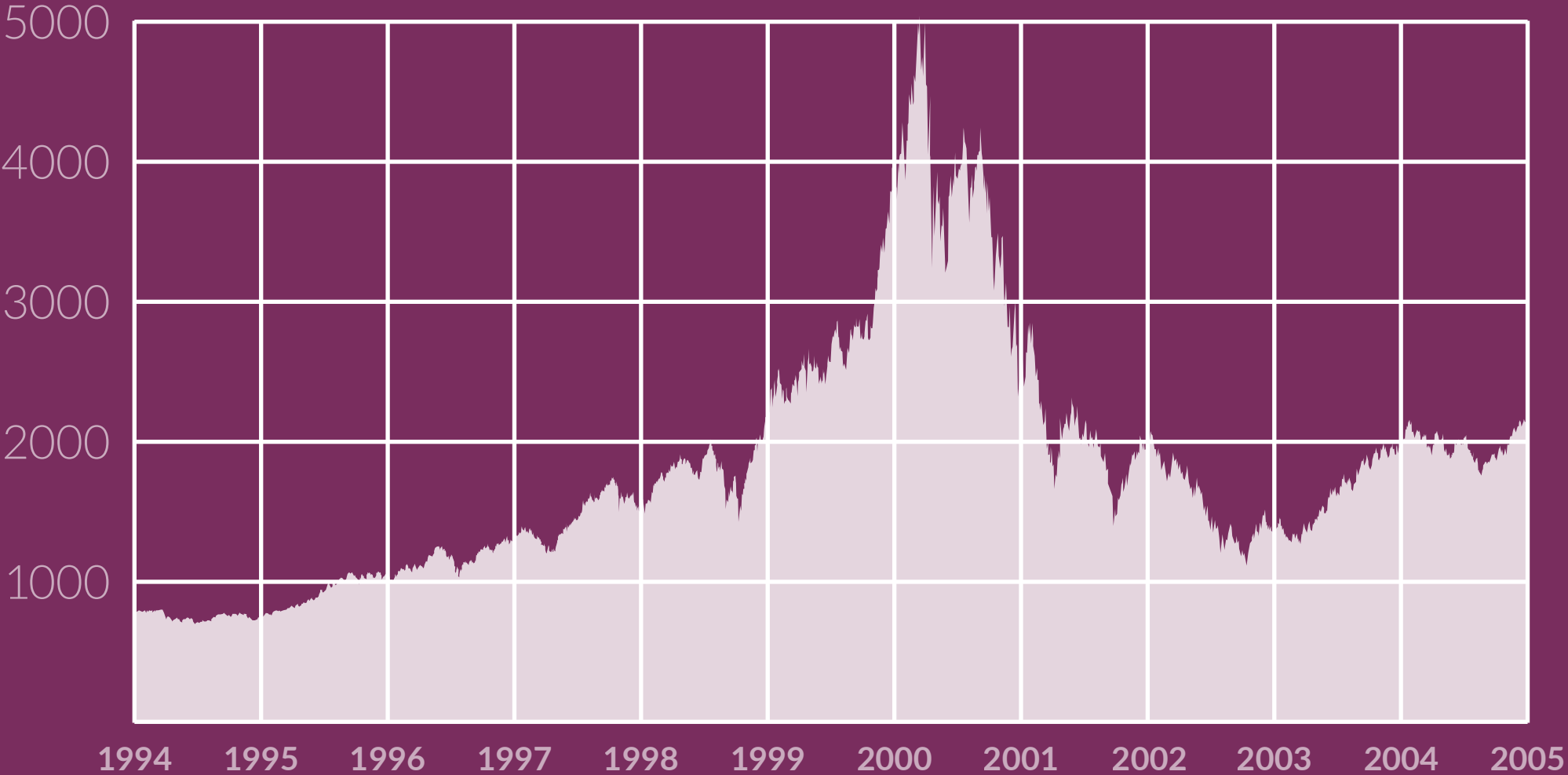
Concepts: 3,730

Viable Ideas: 2,100





NASDAQ Composite Index







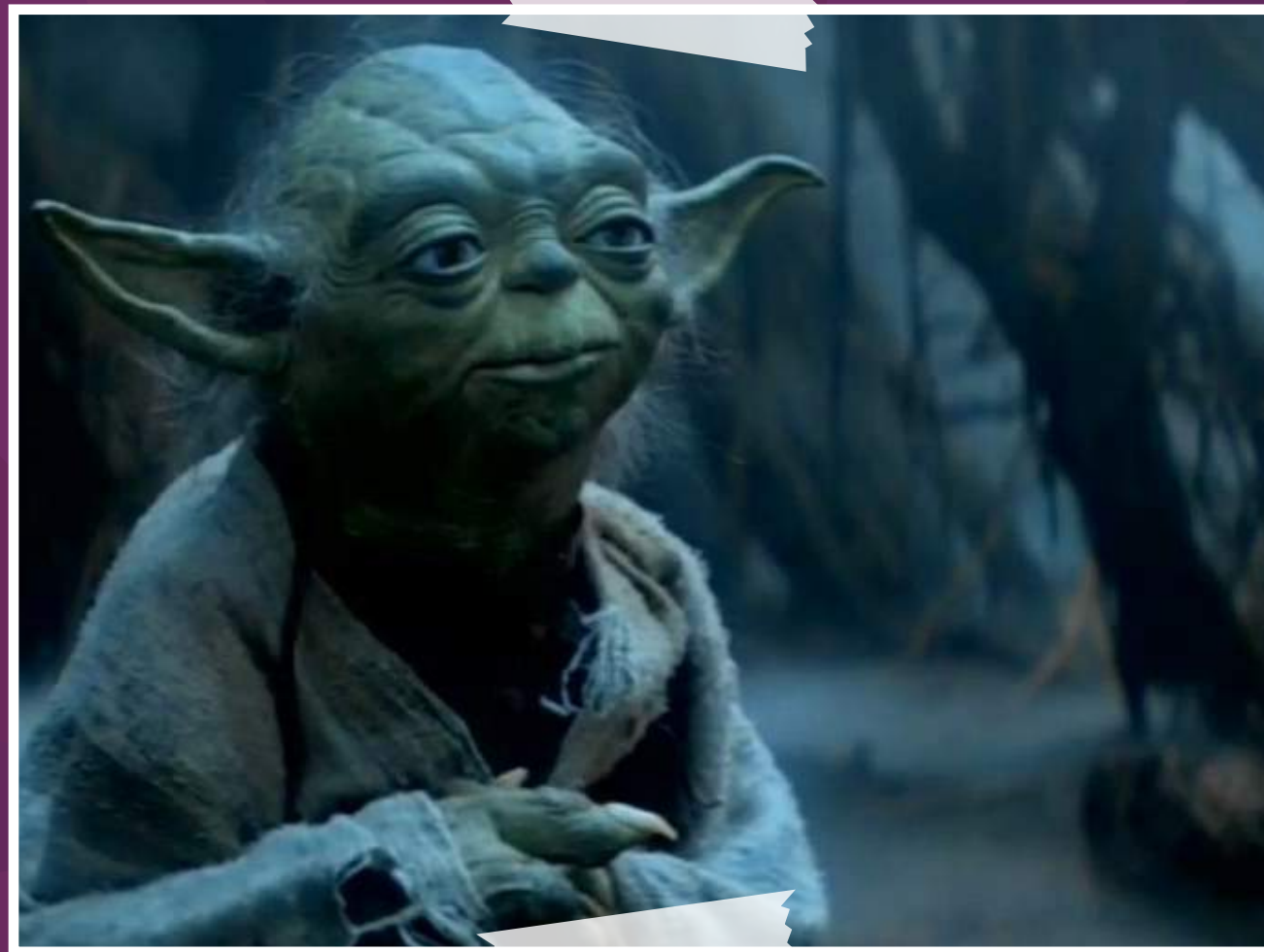








Even if we **failed**, it would be **worth the effort**.



Innovation Leader





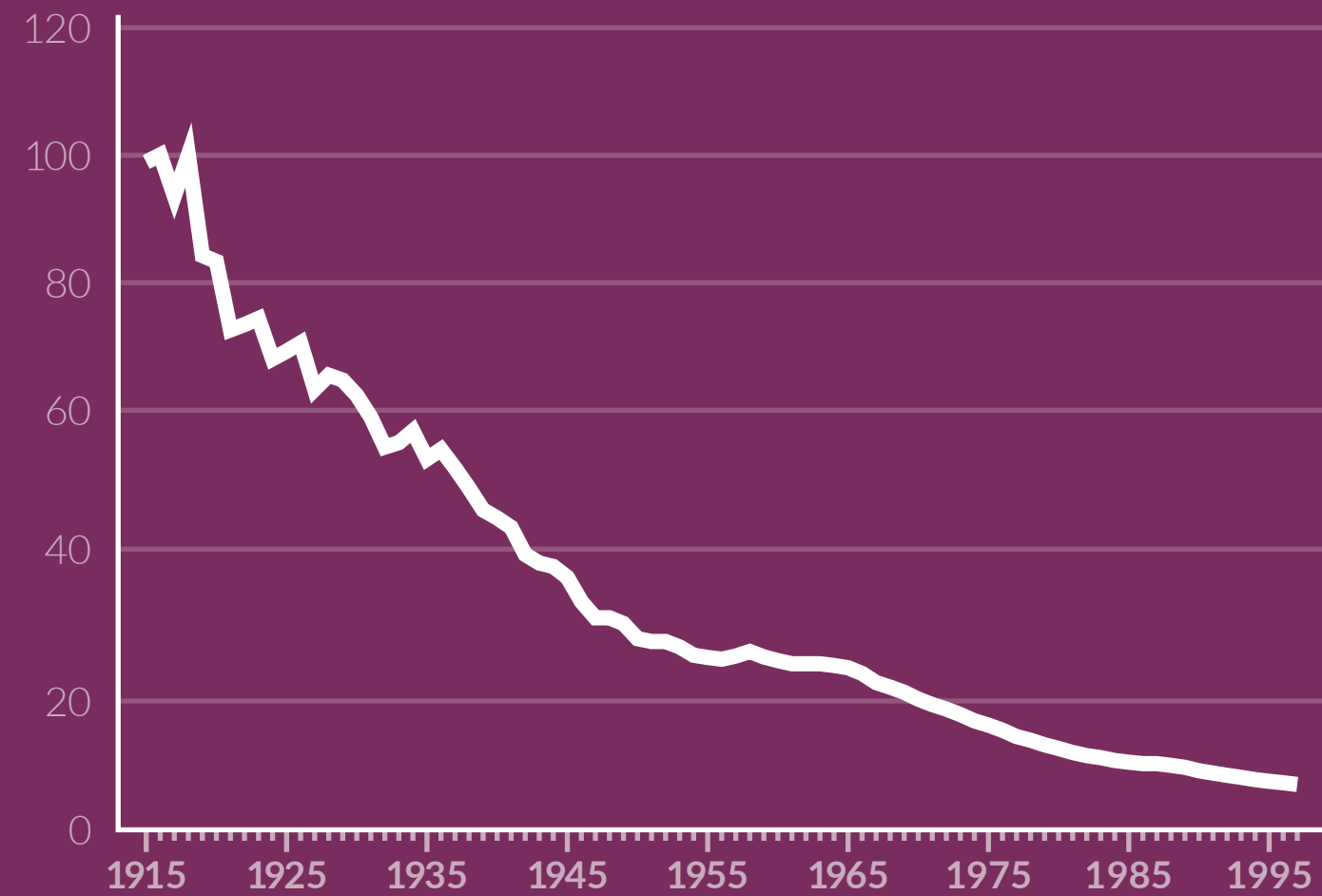
Your work is **critically** important.

Innovation is too important to be left to chance.



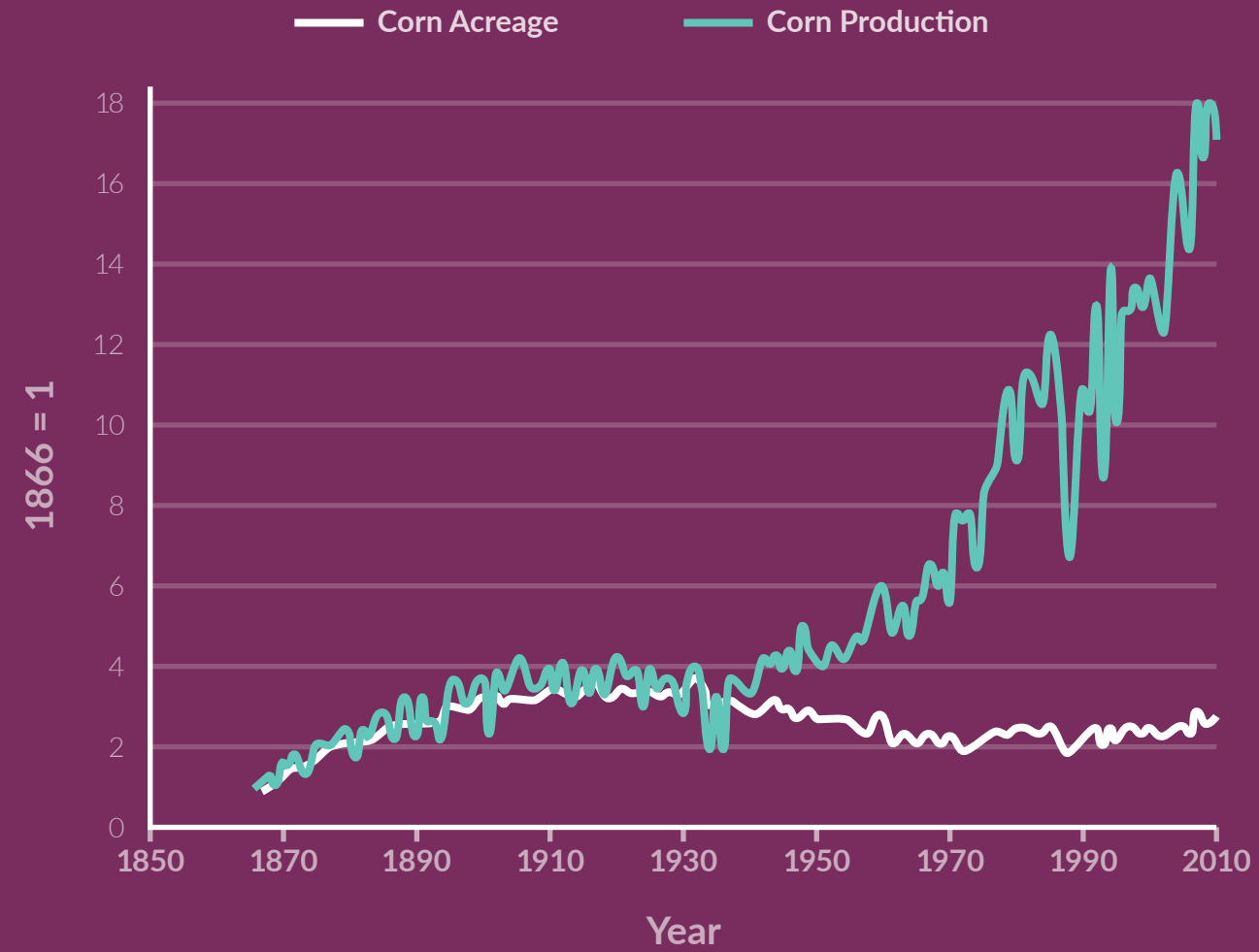
Infant Mortality Rate *by Year (United States, 1915–1997)

* Per 1,000 live births

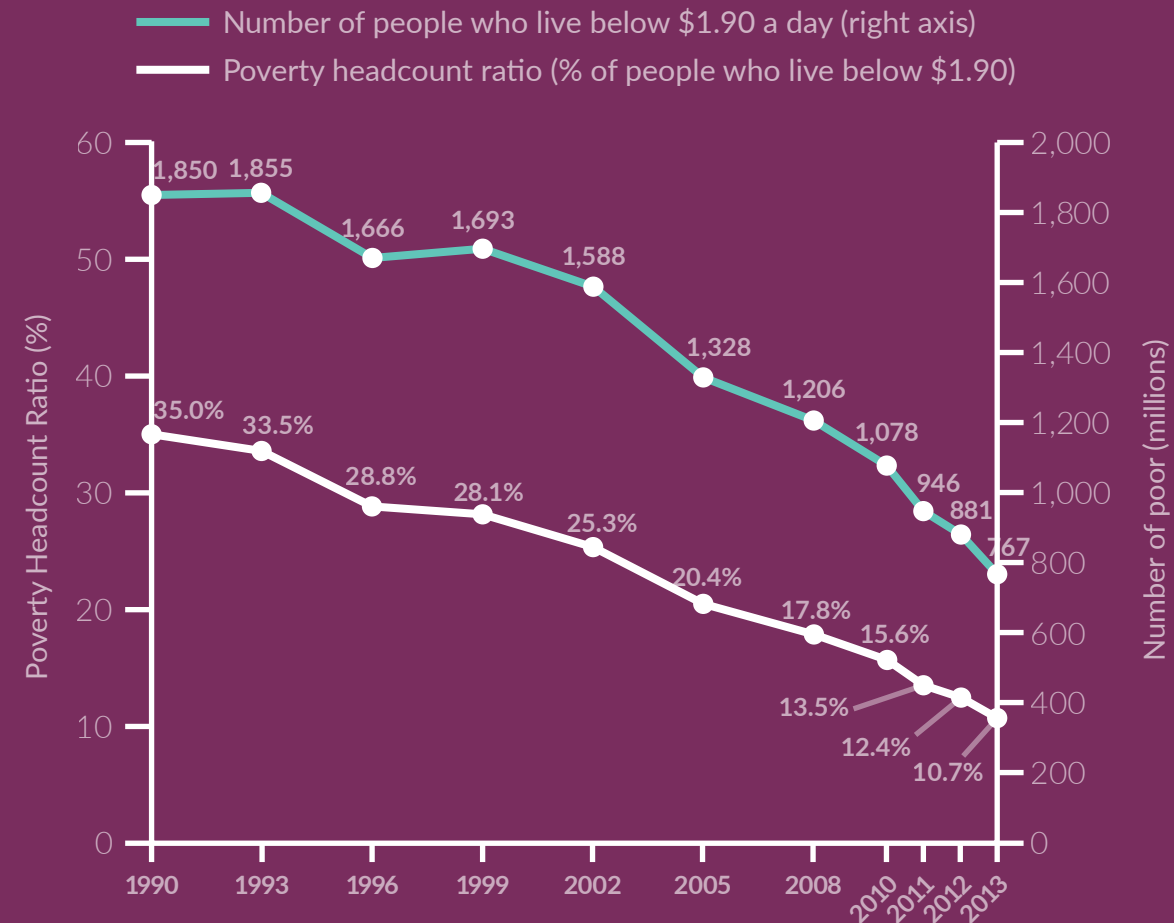


Decoupling of Corn Production from Area Farmed

Data source: US Census Bureau (1975, 2012)



The Global Poverty Headcount Ratio and the Number of the Extreme Poor, 1990–2013



Sources: Based on 2013 data using PovcalNet (online analysis tool), World Bank, Washington, DC, <http://iresearch.worldbank.org/PovcalNet/>.
Note: Poverty is measured using the 2011 US\$1.90-a-day PPP poverty line.

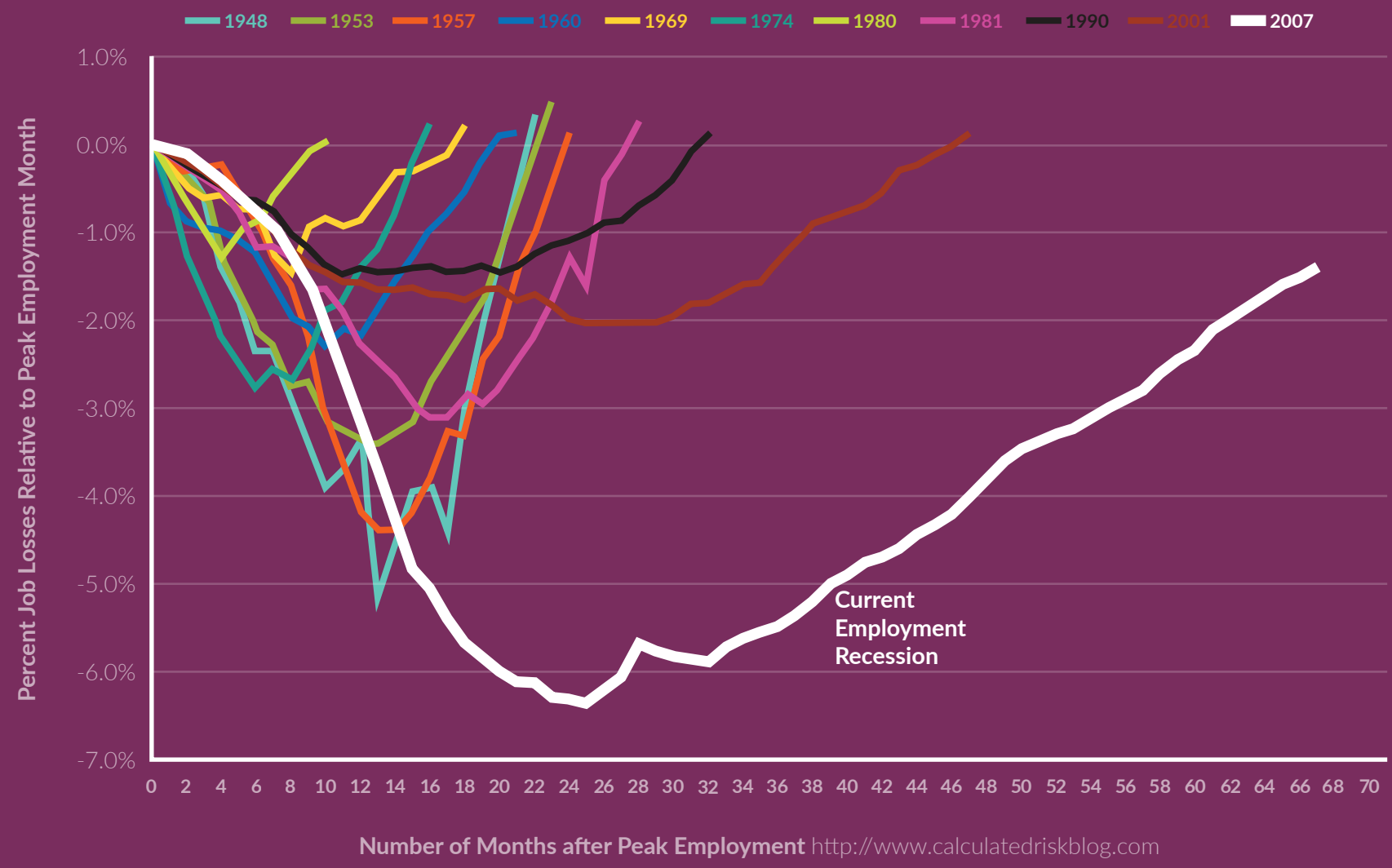
Innovation is too important to be left to chance.



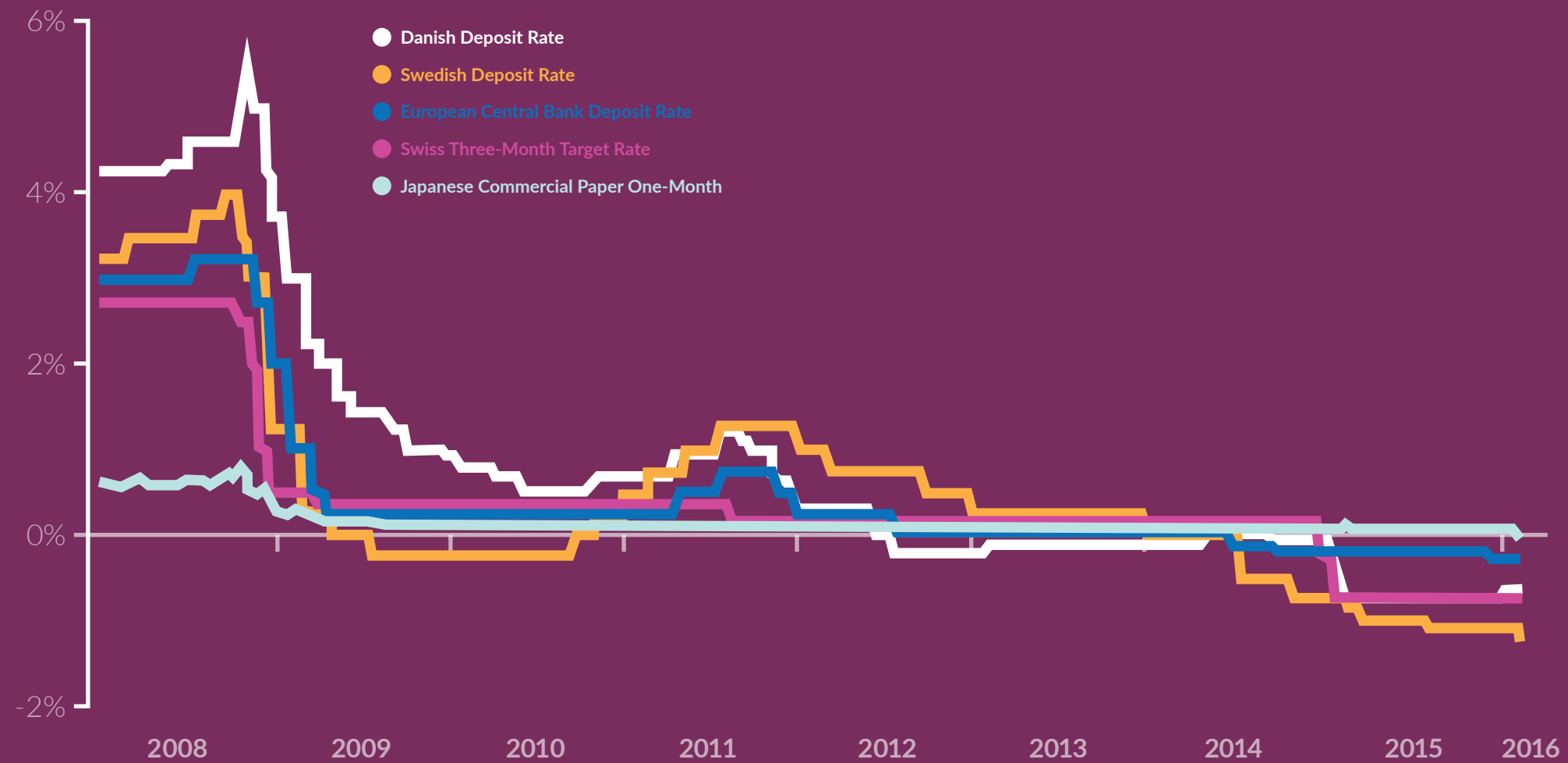
Stagnation is a clear and present danger.



Percent Job Losses in Post WWII Recessions

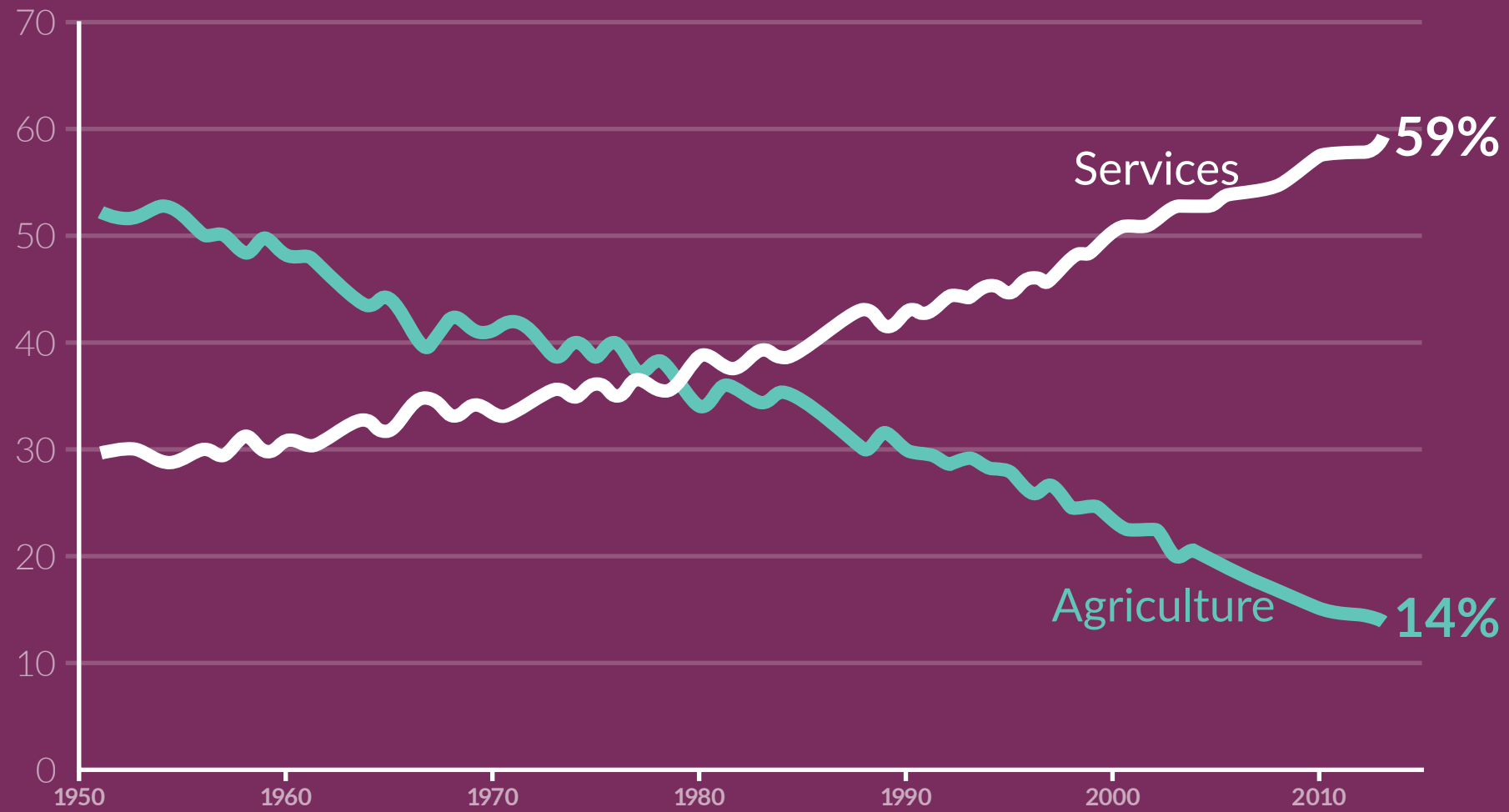


Key Negative Interest Rates



Sources: Thomson Reuters, U.S. Global Investors

Sector Contribution to GDP (%)





Stagnation is a clear and present danger.

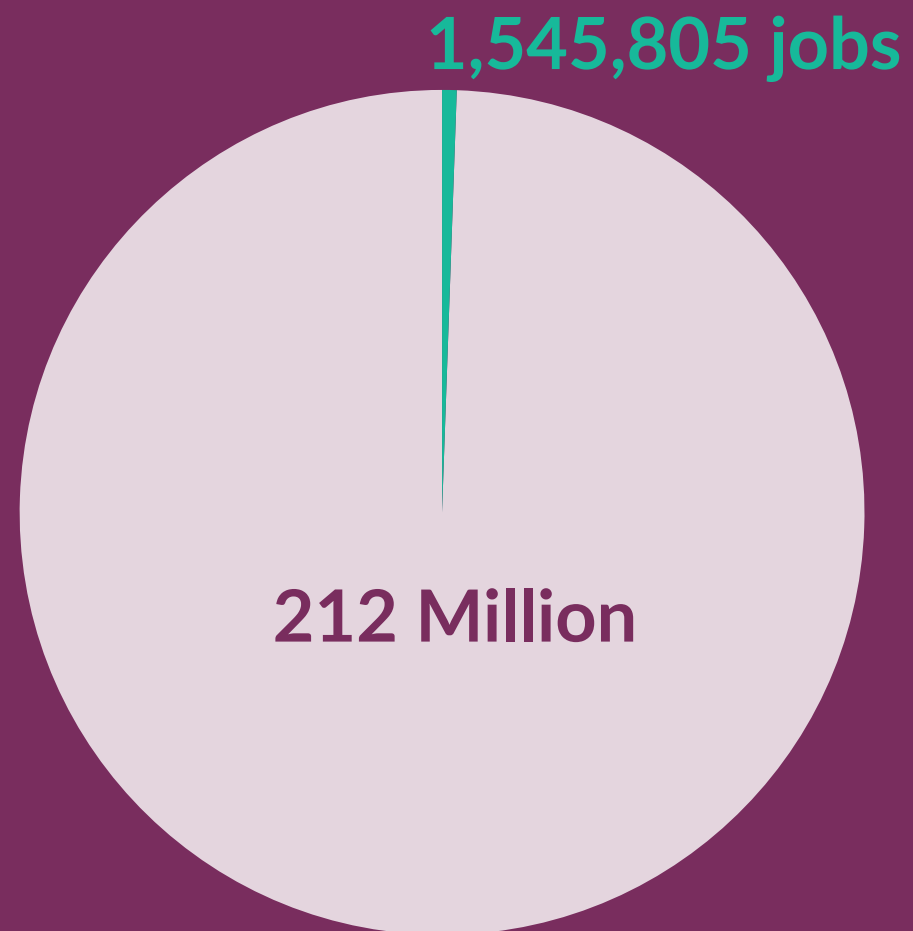


Silicon Valley is **not** enough.

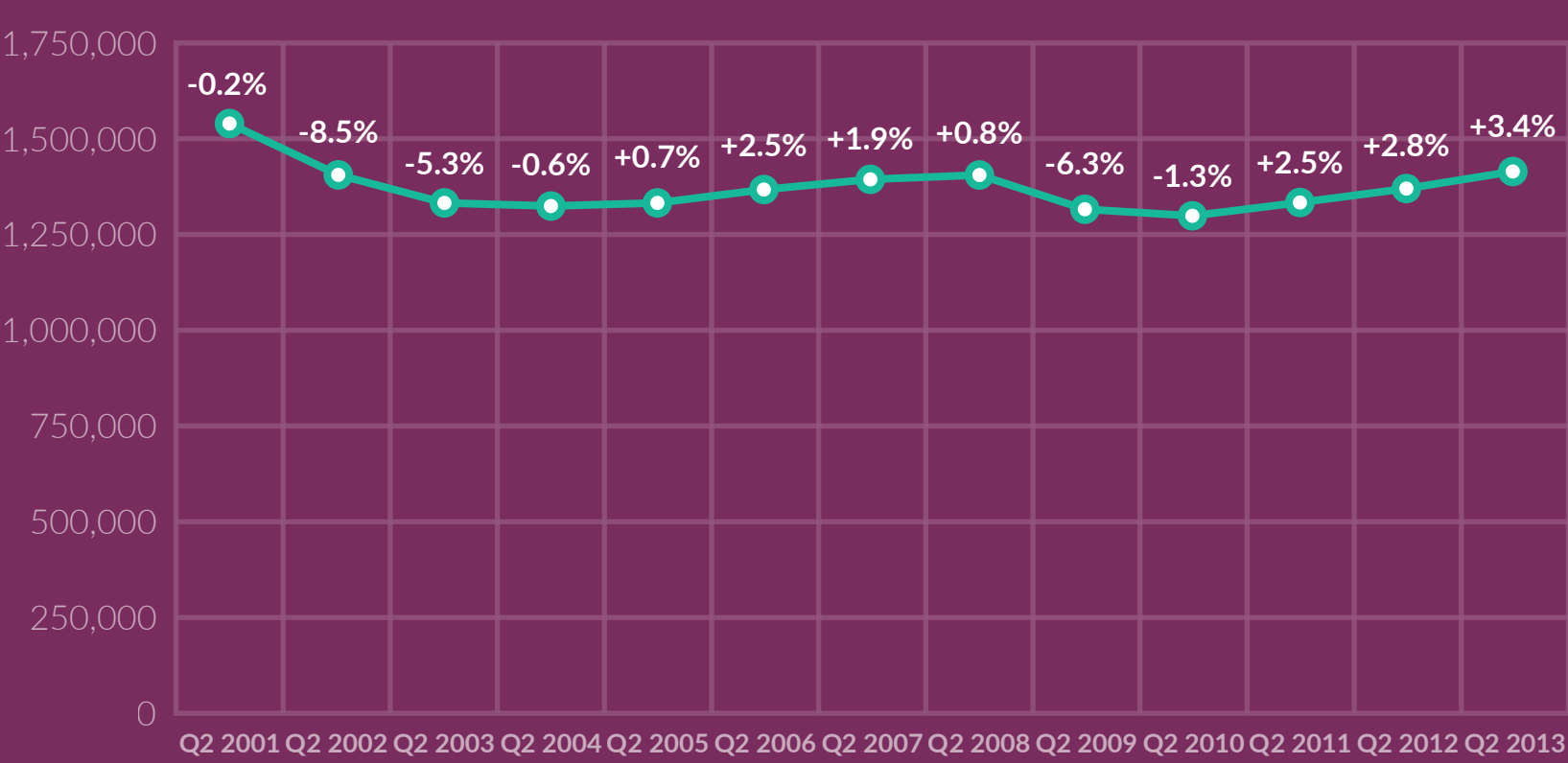




Silicon Valley <1% of total U.S. Employment



Number of Silicon Valley Jobs with Percent Change Over Prior Years



Data Source: U.S. Bureau of Labor Statistics Quarterly Census of Employment and Wages (QCEW); EMSI | Analysis: BW Research

We Focus on Corporate Innovation to Maximize our Impact



Global Corporate
R&D Spend
\$1.1 Trillion

Silicon Valley is **not** enough.



Innovation teams are **ready to roll.**



74%

Dedicated Strategy to Drive Innovation

FORRESTER®

63%

Appointed a Chief Innovation Officer

accenture

73%

Established Formal Innovation Process

accenture

Innovation teams are **ready to roll.**

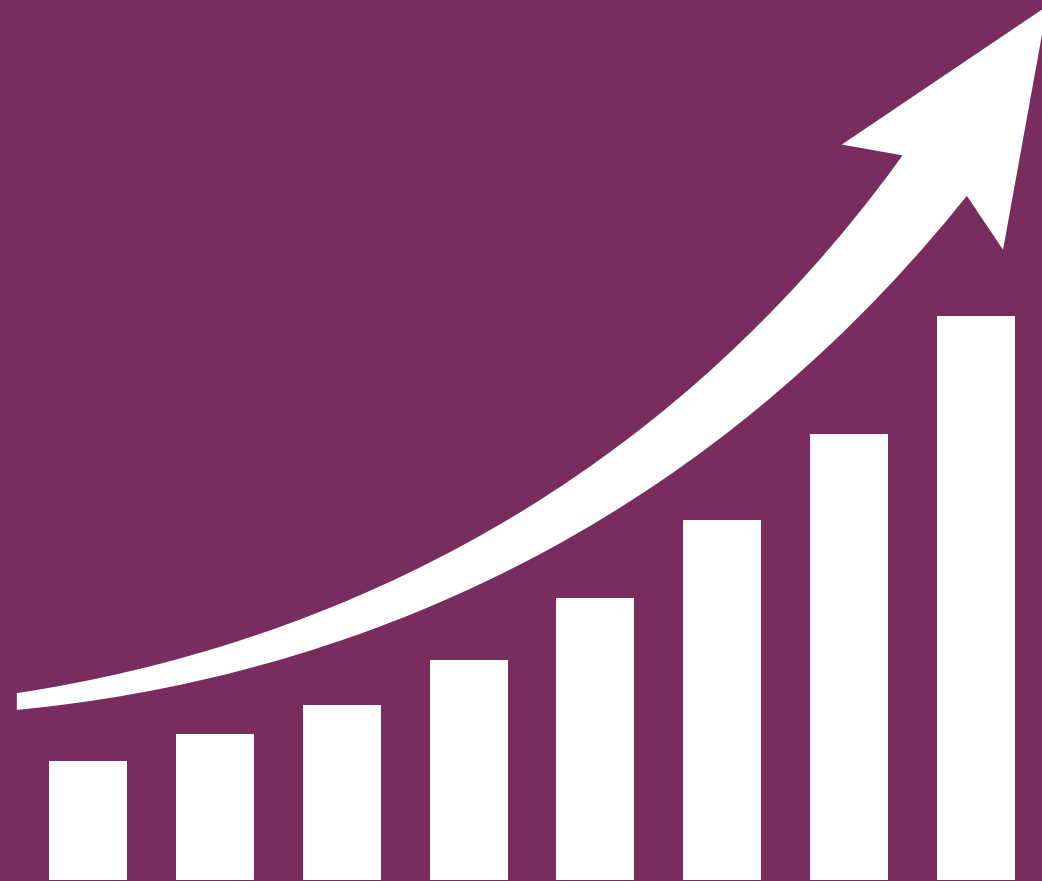


Rigorous tracking is what makes change possible.














Rigorous tracking is what makes change possible.



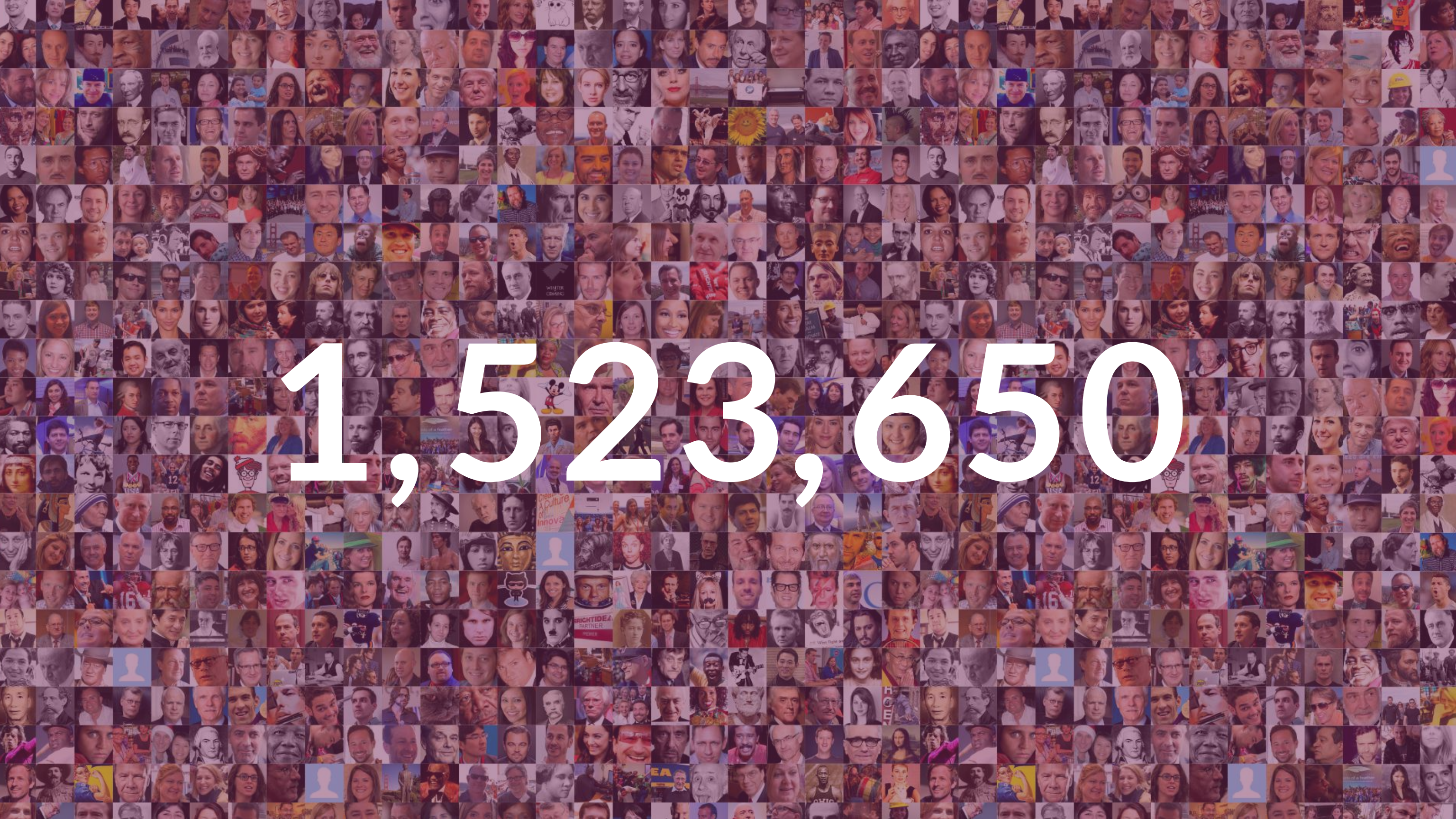
-  **Innovation** is too important to be left to chance.
-  **Stagnation** is a **clear** and **present danger**.
-  Silicon Valley is **not enough**.
-  Innovation teams are **ready to roll**.
-  **Rigorous tracking** is what makes **change possible**.

I'm glad you're here.



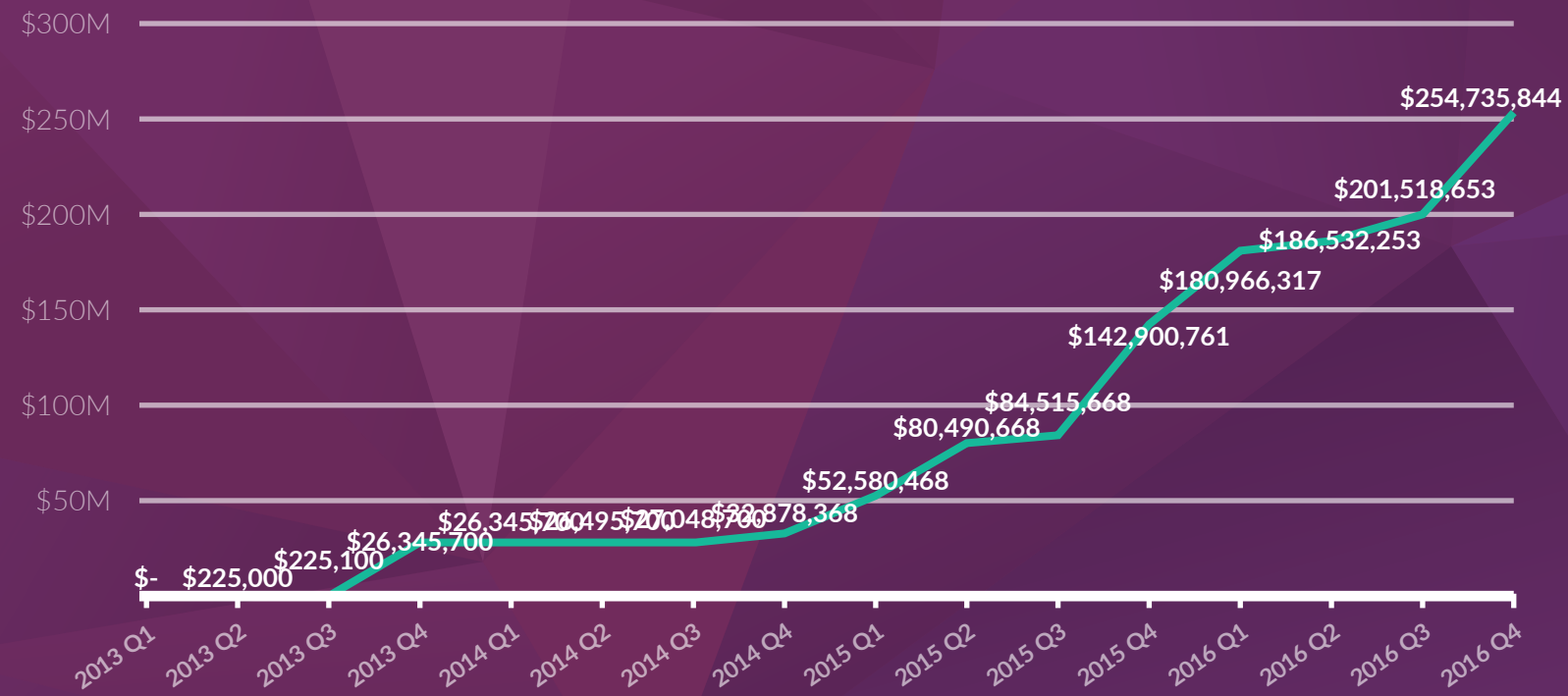


Our mission is to transform
the way the world innovates.

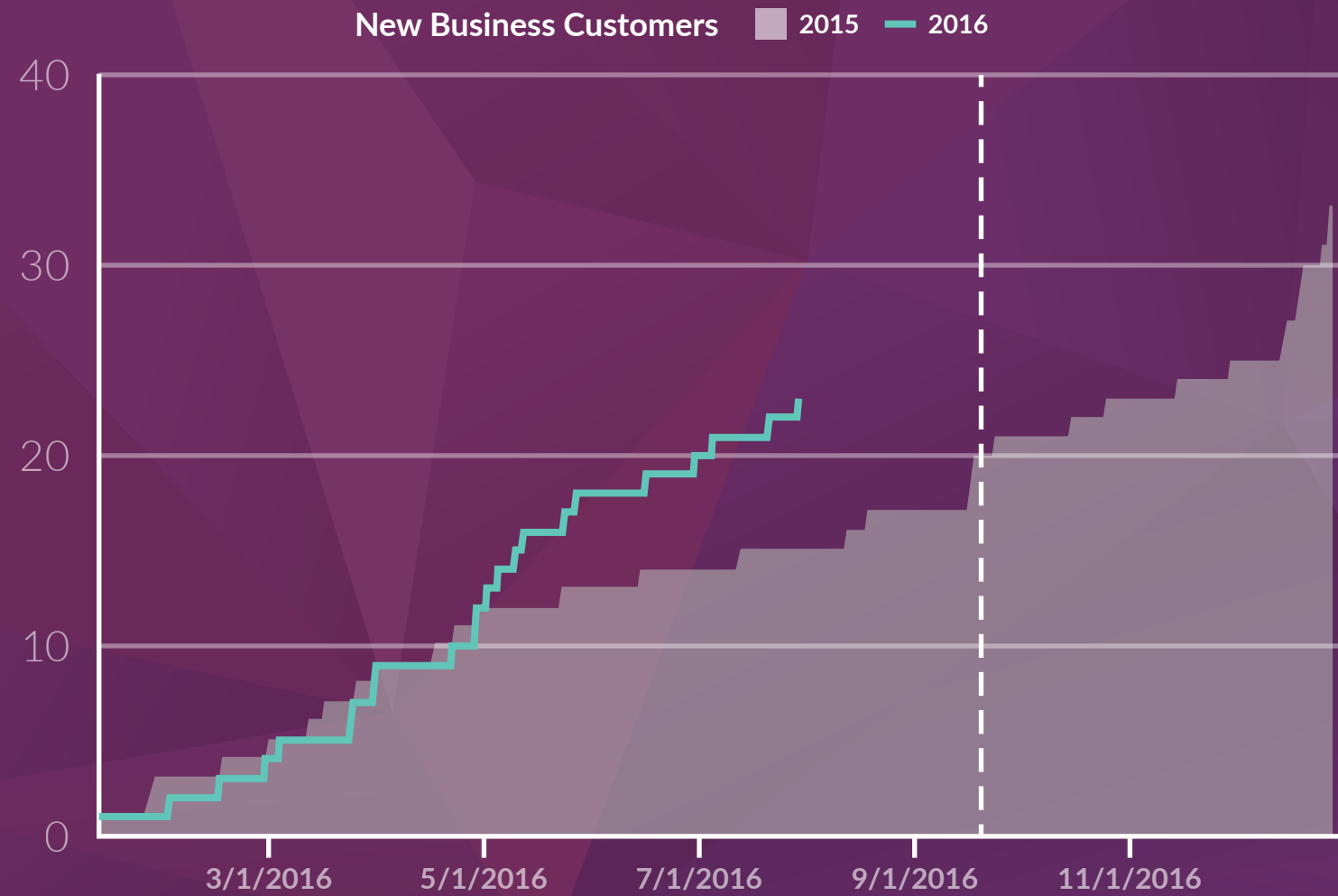


Customer Reported Business Impact

\$ Outcomes by Quarter



Growing Market Share





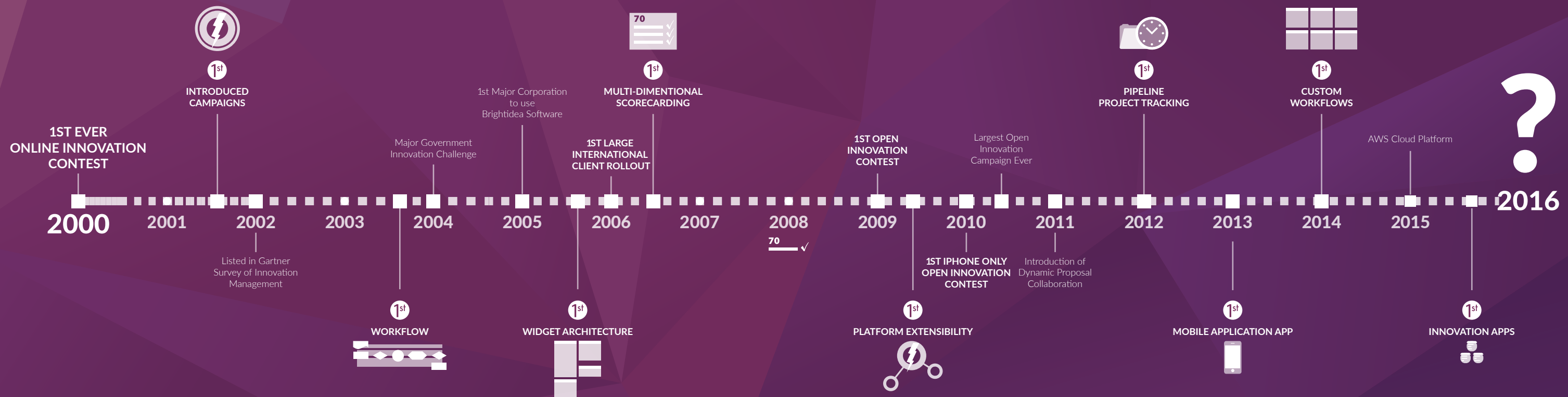
Gartner

Who's Who in Innovation
Management Technology



Forrester

The Forrester Wave™ Innovation
Management Solutions Q2 2016





Roadmapping
(Product, Platform, Tech, Business)

Scenario
Planning

Product
Development

To-do List

Multiple
Horizon
Planning (aka
Strategic Buckets)

R&D

New
Business
Creation

Business
Model
Innovation

Brand
Extensions

Partnerships
Joint Ventures
OEM

Technology
Scouting

Trend Watching

New Product
Development

Strategic
Projects

Supplier

Co-creation

Prototyping

M&A

Hackathons

Open Innovation

Consultants

Focus Groups

Technology
Licensing

Advanced
Technology

20% Time
Market Research

Intellectual
Property

Brainstorming

Market
Testing

Dedicated
Innovation
Team

Collaborative
Innovation Platform

Consumer
Insights

Continuous
Improvement

Six Sigma

External Agencies
& Designers

Suggestion Box

Process Improvement/Excellence

Cross-Department
Top 10 Lists

Crowd Funding





Apps are what make us unique.





We are just getting started.

10 YEAR ROADMAP

