



IDEA MANAGEMENT
Solutions

idea | **Pilot**
unfolding the full potential

Why Idea Management?

Benefits

- Helps you unfold the full innovation-power of your company
- Accelerates the development of strong ideas
- Motivates your employees
- Activates tacit knowledge and unused creativity
- Matches ideas with competencies /preferences
- Creates competence-networks across borders and organizations

Enterprise innovation is rapidly becoming one of the most competitive differentiators in the knowledge economy. The most successful innovators and companies have defined innovation as a strategic objective and work systematically to activate knowledge and turn ideas into value – allowing a greater pool of employees to participate in the creation of new or better products, services and processes. At ideaPilot we believe that establishing a process to capitalize on ideas and creativity is an essential capability for enterprises operating in today's challenging business environment. That's what idea management is all about.



Configure the entire application dynamically via the easy to use administration tools.

„The software is great, we really understand and relate to the overall methodology, but what really gets me excited about ideaPilot is that they deeply understand the process of building and tuning value-creating concepts. Choosing ideaPilot was a 'no-brainer!'“

John Stratton
Senior Manager, Strategy and
Business Development
Aliant Telecom

Turn ideas into value

ideaPilot has developed a unique technology and a comprehensive suite of concepts and tools helping organizations to take control of the thousands of loosely coupled ideas and to unfold the full idea potential of your company. At the core of this suite **is a unique web-based software solution** – offering you a complete new way of handling ideas and turning them into well defined concepts.

Ideas must be captured, nurtured, evaluated, selected and prototyped. With the ideaPilot software you can do that systematically – independent of geographical locations and time, thus instantly creating effective idea processing networks across your organization in real time.

So far the suite consists of:

- Idea Management Solution – for medium and large organizations
- Idea & Innovation Index – measurement tool for internal and external benchmarking
- Training & consulting concepts for executives, leaders and other employees.

more benefits

- Makes your idea activity visible and measurable
- Facilitates continuous innovation and innovation-on-demand
- Aligns the idea development and creativity of your employees with company goals.
- Reduces cost & travel expenses
- Reduces time-to-market



Attract ideas, prioritize and combine them, develop ideas and evaluate them.

Easy to use interface. Access it from anywhere at anytime.

„As a result of your work I will be making major changes in the 'Creativity and Innovation' course I teach at the University of New Brunswick. This is perhaps the best indicator of the high regard I have for your work.“

Barry Bisson,
professor at University of
New Brunswick (Canada),
MBA Harvard University

Key features

The Idea & Innovation Index

- Measure the creating power of your organization
- Get a clear picture of where to spend your money
- Benchmark between divisions, function or even teams
- Measure the effect of your idea management efforts and adjust accordingly

IdeaPilot's Idea Management Solution is a software solution designed to help companies, organizations and networks generate, process and integrate ideas in a systematic way via network. The goal is to create ideas for new products, processes or services. Strategic challenges – usually formulated at the management level – attract ideas and activate knowledge across the entire organization, no matter where your people are located. Through the userfriendly interface the ideas can be treated in different ways using a set of creative activities and tasks. In order to decide if an idea should be implemented, it is important to look at the idea from a lot of different perspectives. This is done via a set of creative exercises and task in a collaborative way – ensuring that all perspectives are covered.

Features:

- A structured overview of present strategic challenges within the organization
- Design and edit a process for the entire strategic challenge or individual idea
- Every activity is logged and every task can be summarized
- Decision document, helping you make the right decision
- Flexible voting mechanism with endless possibilities
- Subscription based mail service, triggered by certain activities
- Invitation module helping you communicate and follow up on your idea campaigns
- The software is very easy to use without any formal training.

ideaPilot Inc. is a Danish company aimed at unfolding the full idea potential of individuals, teams and organisations. Our main focus is idea management. We provide software solutions, consulting, and training that help companies generate and process ideas systematically.

Among our clients so far are LEGO Company, Jyske Bank, TV2 Denmark, Carlsberg, Danfoss, Grundfos, Shad Valley International and Aliant Telecom.

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