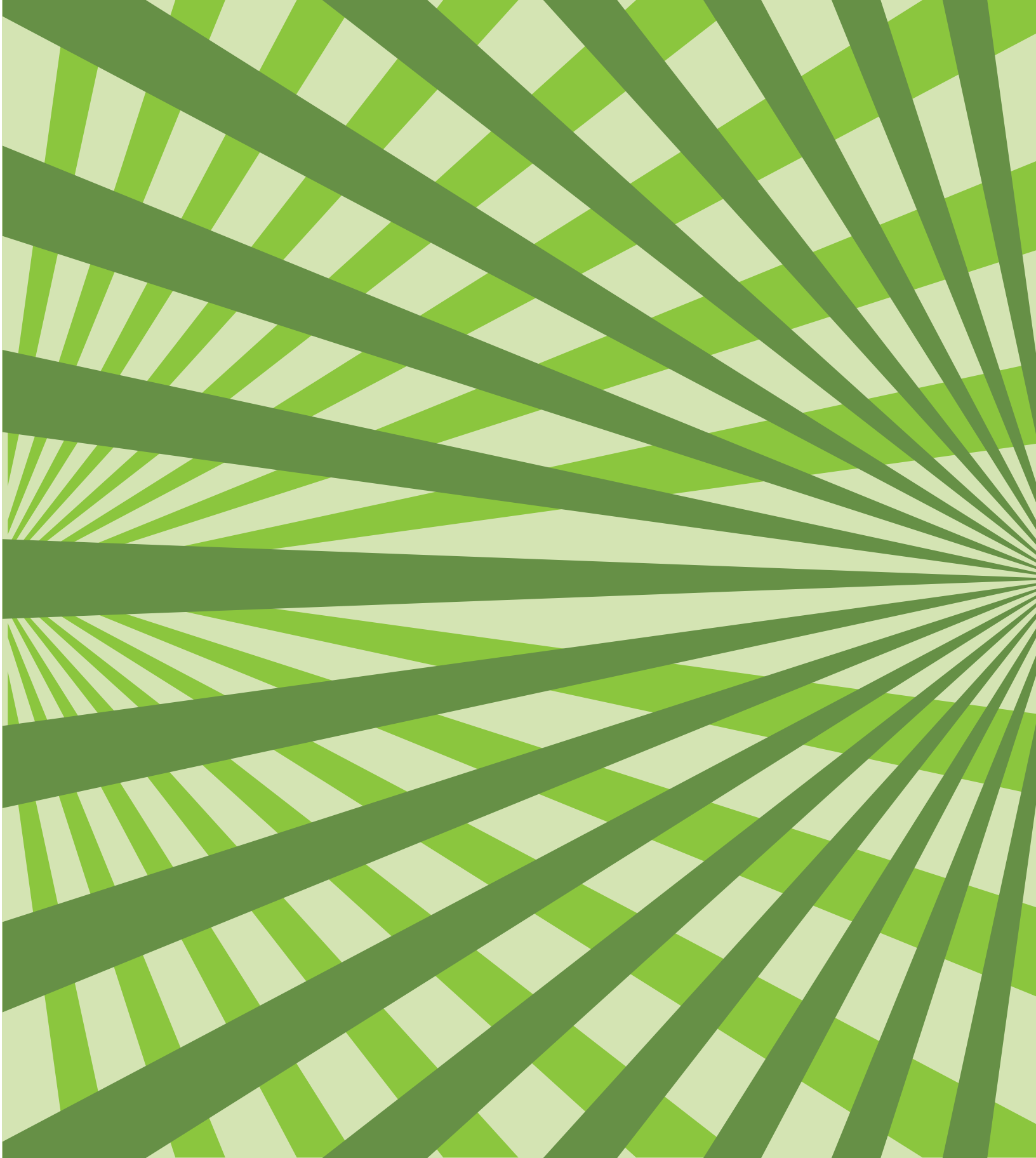




THE CROWD
INNOVATION
COMPANY:

A NEW
PARADIGM
FOR REALIZING
UNTAPPED
BUSINESS VALUE



WHY SPIGIT?

SPIGIT DESIGNS PLACES
FOR **CROWDS** TO
INNOVATE AND **CREATE**
PRODUCTIVE CHANGE.

WE MAKE CROWD
ACTIVITY **MANAGEABLE,**
ACTIONABLE AND
PROFITABLE.

WHAT IS CROWD INNOVATION?

Crowd innovation is a new paradigm for finding unexpected business value. Instead of building centralized R&D or innovation teams, you reach from the edge of your organization to the core, activating the knowledge of the crowd: your employees and customers. When you provide your crowd with interactive and engaging tools, social forces take over and the crowd transforms into a cohesive community that delivers results.

Crowd innovation is the process of directing the crowd to solve your strategic objectives. By tapping into the intellectual power of employees and customers, enterprises have the ability to spark innovation and deliver ideas that can transform their business and create competitive advantage. The collective knowledge of these groups can be powerful when channeled towards problems of mutual interest, and more importantly, they have the ability to scale in ways that other methods can't.



HOW DOES IT WORK?

CONNECT.

Engaging your employees and customers is key to uncovering new and better business solutions. By breaking down the silos of traditional corporate communication and leveraging the untapped expertise of your people, you are allowing your company to find the best ideas quickly.

COLLABORATE.

Use the collective intelligence of the crowd to ensure that the best ideas are surfaced, polished, and implemented. Harnessing the brainpower and knowledge of your edge is how game-changing ideas are realized. Engage your internal and external communities to create business value that delivers.

CREATE.

Opening up channels for purpose-driven, scalable innovation community creation is key to generating valuable business results. Without the ability to evaluate and select the best ideas from your crowd, engaging the community is pointless. Leveraging crowd innovation workflow processes such as intelligent workflow automation and idea evaluation task management allows you to align worthy ideas to specific corporate strategies. Actionable ideas are then transformed into innovative solutions, products, and services for your business.

3 PILLARS OF CROWD INNOVATION

Spigit's crowd innovation software enables enterprises to accelerate ideas, engagement, and execution by instilling three pillars in the innovation process.

ACTIVATE CROWDS

Maximize the wisdom of the crowd to create innovative business, product, and solution ideas.

ENGAGE COMMUNITIES

Inspire communities to proactively collaborate, improve, and refine ideas through incentives and competition.

DRIVE RESULTS

Identify, select, and transform ideas into solutions, products, and services for your business.



ACTIVATE YOUR CROWD!

Crowd innovation is the new paradigm for tapping unexpected business value. You can now make use of the edge instead of building out centralized innovation teams, utilizing your employees and customers.

Social forces transform the crowd into a cohesive community that drives results when you provide tools for interaction.

Spigit directs the crowd to solve strategic objectives, designing places for crowds to innovate and create productive change.

REPUTATION

Easily identify the p
organization with gr
that could result in a
advantage for your

GAME MECHANICS

Attract, inspire and retain the crowd, appealing to their senses and delivering excitement

IDEA G

Ideas deem
have the mo
forward allo



people in your
eat ideas
a competitive
company

SOCIAL RECOGNITION & REWARDS

By adding rewards, your community is more likely to add in colorful ideas, comments and feedback that will drive your business initiatives

IDEA MARKETS

Leverage market approaches for decision-making by enabling the crowd to vote and decipher ideas

GRADUATION

ed by the community to
ost promise, advance
wing people a voice

AUTOMATED WORKFLOW

Gain agility and focus through tailored and automated idea workflows from conception to execution, resulting in final ROI

INNOVATION SERVICES

Services to enhance and turbocharge your innovation program, giving it focus, direction, and putting the critical glue of process between your great people and Spigit's great technology

FRAMING & CONTOURING

Find better solutions faster by posing the right questions to the right crowd

INCREMENTAL INNOVATION

TURBOCHARGE EXECUTION

Put the power to move ideas to results in the hands of the crowd with a set of barrier-busting game mechanics that target typical innovation blockers.



CROWD AS A SERVICE

Tap into the external crowd to accomplish a broader array of tasks: crowdfunding, microtasking, validation, etc., enabled by knowledge about the crowd and the most effective ways to gather and leverage the emergent crowd.

FREEMIUM APPS

Try out various Spigit capabilities with free apps. Surface influencers and supporters with a brand idea comparison game that exposes the most active brands, ideas, people.



SPIGITENGAGE

SpigitEngage activates your crowd by integrating emergent social collaboration with traditional workflow and analytics, enabling purposeful crowd innovation that drives results for your business. It helps you extract actionable business data for cost savings, revenue-generation, product development, process improvements, and more.

SPIGITENGAGE PROVIDES:

- **Idea trading market** that allows participants to commit their hard earned virtual currency into an idea, providing crowd-based insight into actionable ideas versus not.
- **Idea graduation** that incorporates automated graduation levels, allowing Spigit to do the heavy lifting by creating meaning out of masses of data.
- **RepUrank™** reputation score is a 360-degree evaluation of employee contributions that helps push quality ideas to the top.
- **Game Mechanics** such as social recognition, virtual currency, and market simulations to drive engagement, business value, and increased productivity through playful interactions.



SPIGITENGAGE FOR FACEBOOK

With SpigitEngage for Facebook, organizations can engage their customers in social co-creation by tapping crowd insights through idea generation, free thought, campaigns, contests, and game dynamics. Using this fun and non-invasive customer contact method, organizations can positively impact customer service and satisfaction by developing a dialogue with their customers that leaves an impression and drives loyalty.



SPIGITENGAGE FOR SHAREPOINT

SpigitEngage for Microsoft SharePoint is the leading crowd-enabling innovation platform that elevates SharePoint capabilities beyond simple data and document sharing by creating a comprehensive collaboration and idea management solution. Built directly on SharePoint Server 2010, Spigit's solution requires no integration and extends the innovation life cycle beyond the initial phase of idea capture to transform the intellectual and emotional power of people into meaningful initiatives on a global scale.



SPIGITENGAGE FOR JIVE

By combining engaging game mechanics, goal orientation, idea graduation and idea trading with Jive's social collaboration solution, customers are able to capitalize on the collective intelligence within their internal and external communities. SpigitEngage for Jive allows organizations to extend ideation into the periphery of their workforce and drive the congregation of dynamic communities, driving cross-organization collaboration and graduating ideas through the funnel, all within a unified crowd innovation ecosystem.



SPIGITENGAGE FOR GOVERNMENT

SpigitEngage for Government enables government agencies to launch engaging internal and external campaigns to collect new ideas from employees and citizens. The platform's unique ability to break down communication barriers between government and citizens creates an outlet for idea sharing and collaboration that is imperative for timely progress and helps agencies uncover new cost saving ideas and create productive change.



SPIGITENGAGE FOR CONTESTS

Leveraging the crowd and user engagement techniques, SpigitEngage for Contests is designed specifically to help organizations, large or small, create impactful, timed contests focused on quick and ready-to-implement results that drive participation and deliver innovative ideas. Built on the notion that motivation propels participation, Spigit effectively taps the emotional intelligence of individuals via social recognition and virtual currency and rewards to extract relevant knowledge that converts to actionable business ideas.



SPIGITENGAGE FOR MOBILE

SpigitEngage for Mobile is no longer an app but a native SaaS platform that provides broader support for today's mobile devices. While the basic Spigit functionality invites users to post, vote, engage and explore, Spigit's most recent HTML platform is further designed to be completely intuitive, powerful and user friendly. By moving away from a native application model, Spigit has made it easier for users to access their innovation communities from any modern mobile browser on the fly anytime, anywhere.

SPIGITFUSION

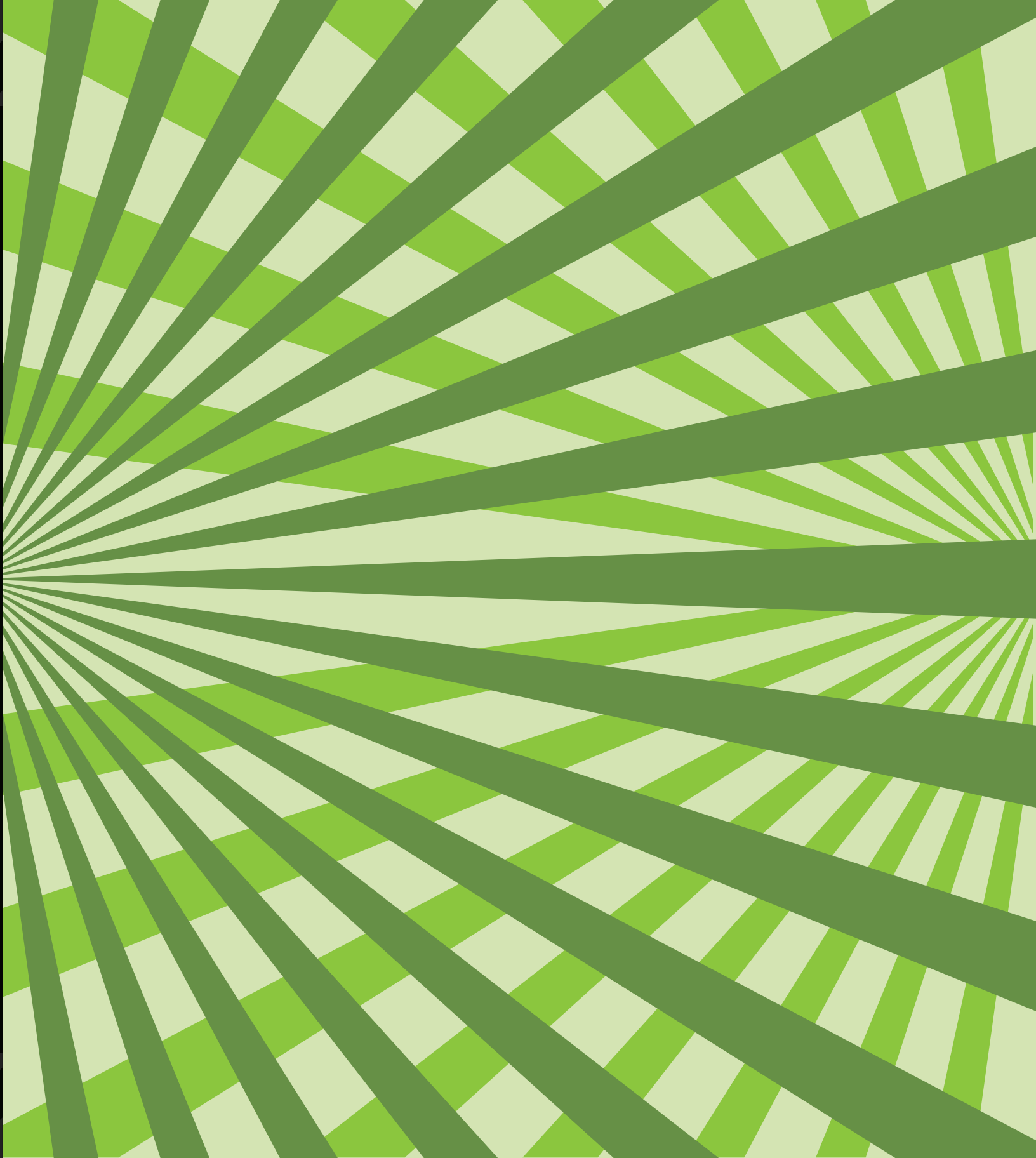
SpigitFusion is a powerful engine for managing the evaluation and implementation feasibility of ideas generated through the Spigit platform. It combines the effective crowd-enabling capabilities of Spigit with a robust back-end evaluation system that automates the process of pulling together the expertise, experience, and authority of individuals to manage ideas forward into results-oriented innovation projects.

Using Fusion, organizations can improve the quality of decision making around business ideas and accelerate the pace of innovation. And because it is an adaptive system, you can tailor the evaluation process to the unique characteristics of each idea.

With SpigitFusion, you can:

- **Easily assign evaluation tasks** for any idea to any community member.
- **Track and monitor progress** of idea evaluation requirements.
- **Provide a single location for feedback** and information sharing.
- Create scorecards to **visually highlight ideas' strengths and weaknesses.**
- **Easily integrate evaluation tasks** into the idea advancement workflow.





PARTNERSHIPS

Spigit is creating a strategic partner market ecosystem that enables clients to implement crowd innovation as a process within their organizations. Spigit partners with leading services and technology providers to deliver a complete portfolio of products and service offerings. This portfolio is designed to help Spigit clients create and maintain a culture of sustainable innovation and enable them to accelerate the process of moving ideas into and through execution.

Some of our current partners include:

Microsoft	Atos Origin	Yuman
Capgemini	Spread	Open Knowledge
IBM	Optum Health	Paradigma
Sparkhound	ISID	eForcers
Kio Networks	Lbi	Orion

For more information, or to learn how to become a Spigit partner, please visit:
www.spigit.com/partners

SPIGIT SERVICES

INNOVATION CONSULTING AND COMMUNITY MANAGEMENT

Spigit Services has the experts, proven track record, first-hand knowledge, and passion to ensure your success. Our global team of professionals has direct access to Spigit's product and technology development teams, and they bring best practices from hundreds of successful implementations.

We provide full-service solutions that incorporate world-class innovation practices along with crowd collaboration strategy and process-expertise, support, and design and development professional services. Our Services are designed to dramatically enhance the way our clients achieve innovation success in their organizations through leading-edge best practices and thought leadership that complement and enhance their investment in Spigit.

Spigit offers a Core Kit, which is included for all new SpigitEngage subscribing customers to enable successful adoption and implementation of our platform. This is achieved through basic envisioning, design and configuration of the Spigit products. In addition, ongoing management and optimization of your community is available with the help of Spigit's proven innovation strategists. Whether you need in-depth help in initiating and governing your new innovation program, or you're a veteran innovator looking for advice on how to enhance your existing program, our consultants can provide you with the expert guidance to take you to the next level.

ABOUT SPIGIT

Spigit, the crowd innovation company, creates a new paradigm for realizing untapped business value - connecting employees, customers and business partners for innovation and insight discovery. Using social crowd technology, Spigit's solutions elicit insight and business intelligence from an organization and transforms it into actionable, predictive information. By incorporating game mechanics, social recognition and rewards, idea graduation, and automated workflow, Spigit activates crowds and allows companies to harness the social capital within their internal or external communities.

Spigit's technology is used by the largest and most innovative companies in the world, including Overstock.com, AAA, US Bank, City of New York, Estee Lauder and Capgemini. For more information, visit www.spigit.com, email info@spigit.com or call 1-855-SPIGIT1.



WWW.SPIGIT.COM

311 RAY STREET PLEASANTON CA 94566 | INFO@SPIGIT.COM | 1-855-SPIGIT1