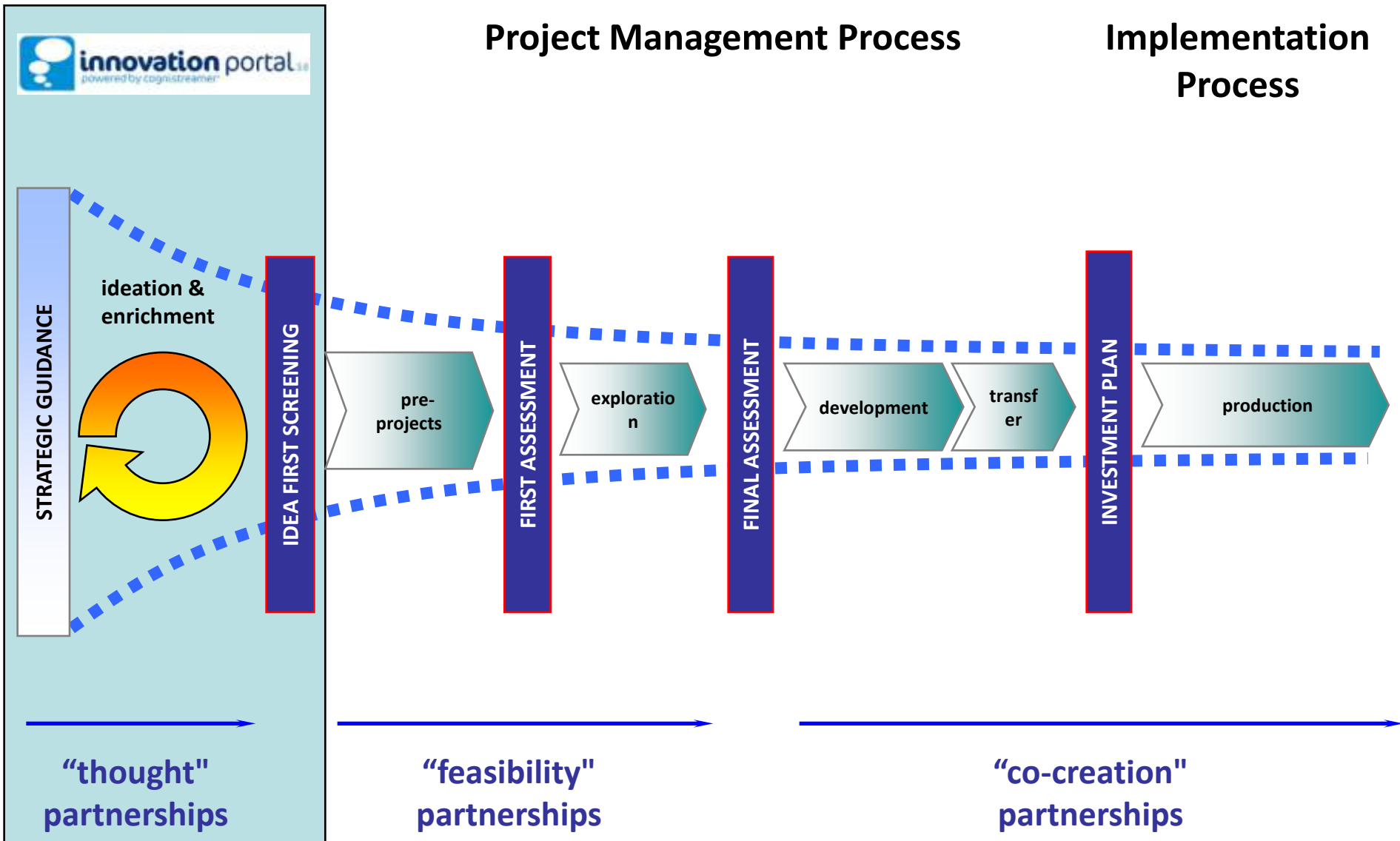


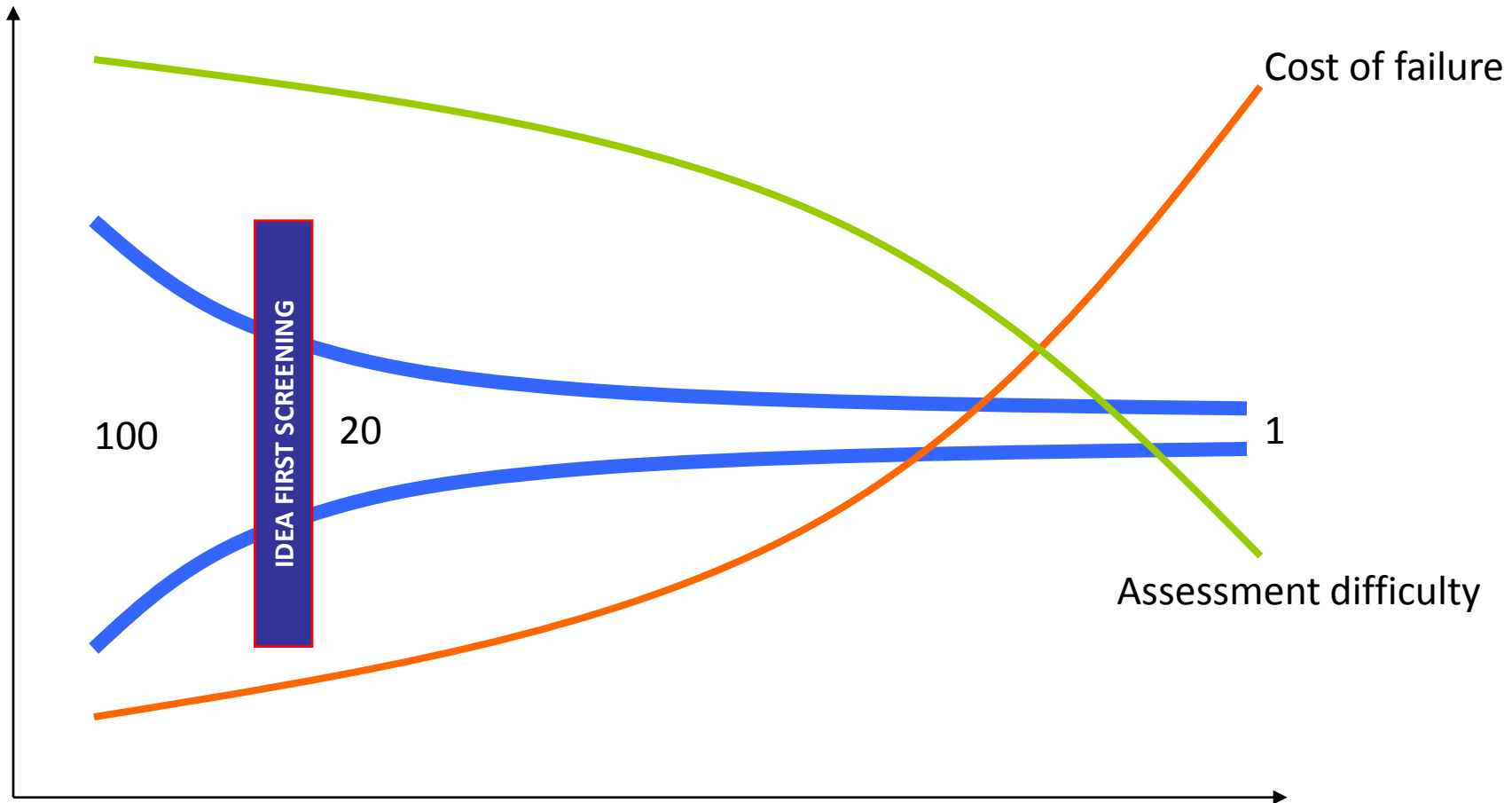
# Innovation through Collaboration

[www.cognistreamer.com](http://www.cognistreamer.com)

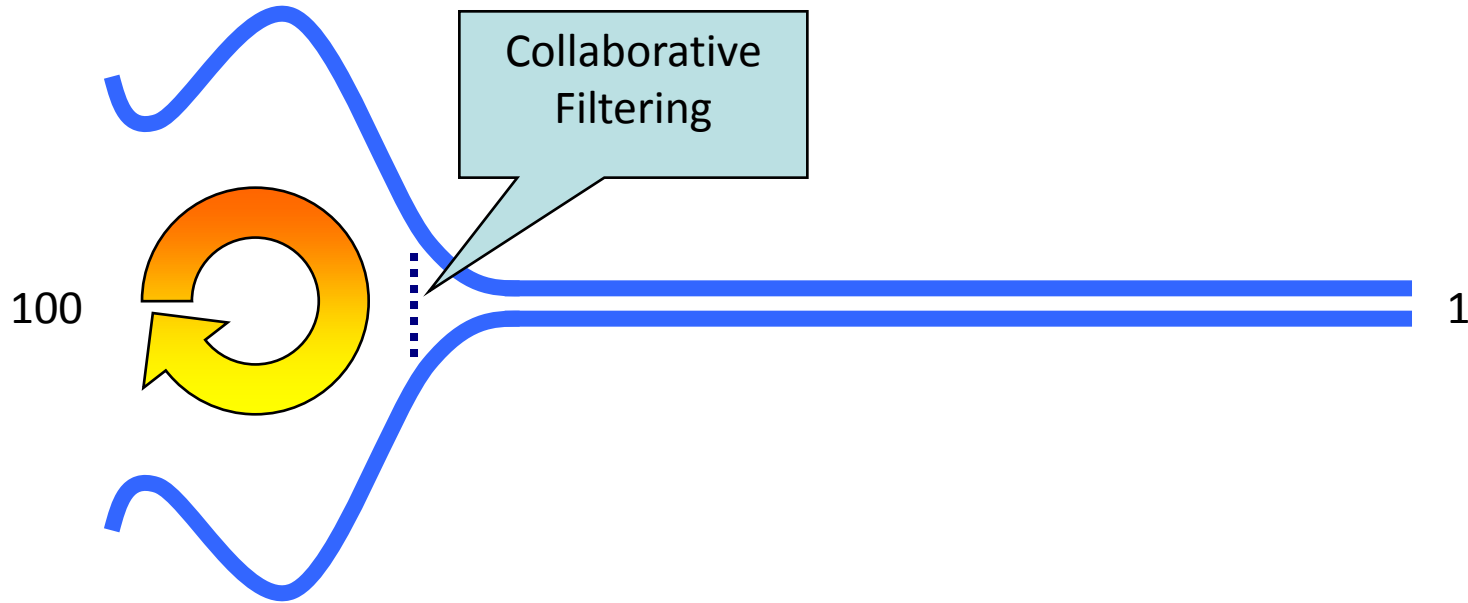
# Open Innovation Funnel



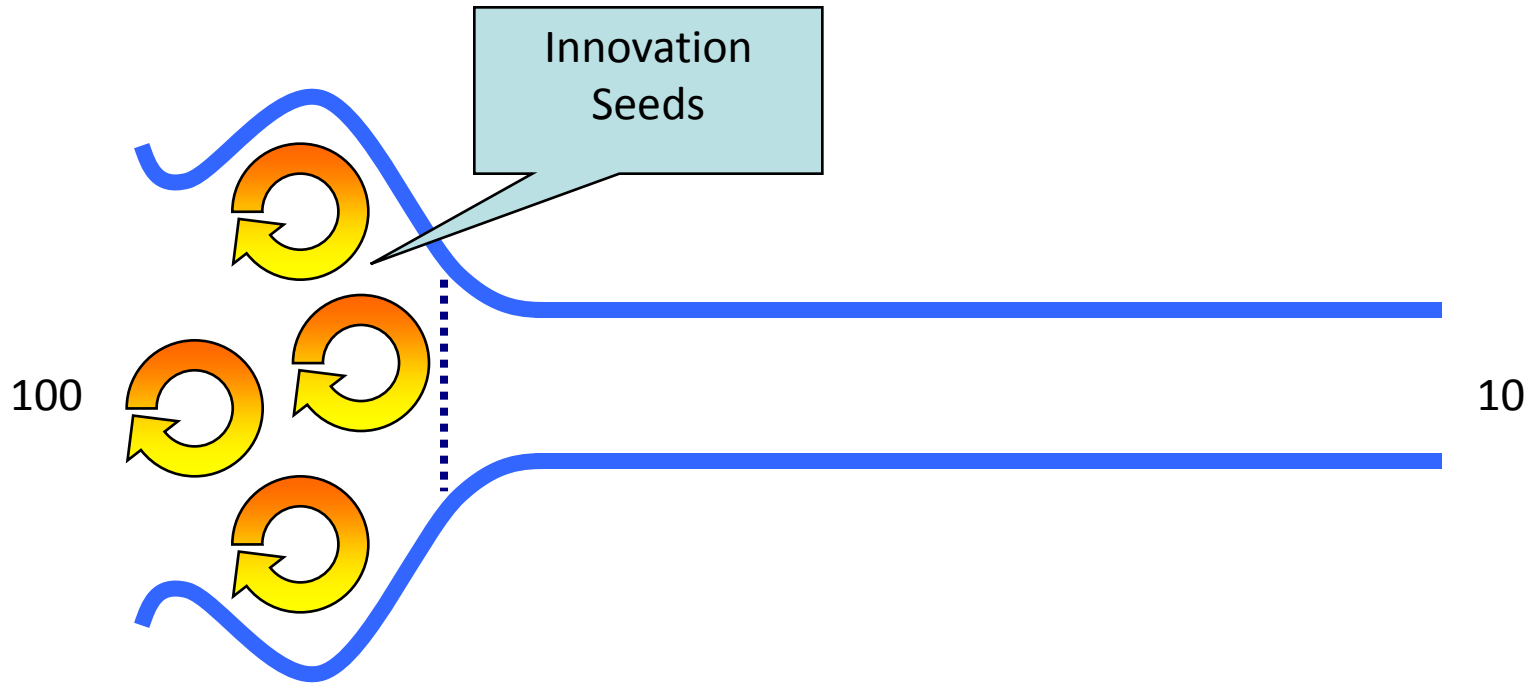
# First Screening Challenge



# Funnel or Thistle Tube?



# Challenge Driven Innovation



# Fuzzy Frontend of Innovation



-strategic guidance  
-challenge driven

ideation

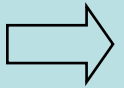
-commenting  
-tagging  
-rating

collaborative  
filtering

enrichment

-collaborative workspaces  
-knowledge sharing

ranked idea portfolio



Innovation-Portal - Windows Internet Explorer

https://indie.innovationportal.eu/Default.aspx


Home - INTRANET | Gmail - Inbox - bart.moll... | Pageflakes - Get it Toget... | Dashboard - Highrise | Innovation-Portal

**Innovation Portal 3.0**  
Powered by CogniStreamer®  
cognistreamer® innovation portal 3.0

Options | Add a proposal | Search...

Dashboard | User management widget improvements | Configuration


**Seed List**



**CSIP3.0: Innovation through Collaboration**

Life cycle:

Success:



**Edumatic: teach and learn**

Life cycle:

Success:

**News**

- Internetreuzen werken aan universeel webpaspoort
- OpenSocial - The web is better when it's social
- CogniStreamer® Innovation Portal 3.0 @ The Front End of Innovation Conference in Vienna
- Cytec Industries Inc., first to install CSIP 3.0

**Articles**

- [Book/PDF] The Wealth of Networks: ... 12-nov-2007
- [Book] Making Innovation Work: How ... 08-nov-2007
- [Book] What Customers Want: Using ... 08-nov-2007
- [Book] Innovation: The Five Disciplin... 08-nov-2007
- [Book] The Ten Faces of Innovation: ... 08-nov-2007

**ProposalList**

- User management widget improvements** By Peter Verschuere on 23-nov-2007  
Status:   
Views: 14 ★★★★★
- IE6 support** By Peter Verschuere on 23-nov-2007  
Status:   
Views: 3 ★★★★★
- show 'read/unread' status** By Wim Soens on 23-nov-2007  
Status:   
Views: 9 ★★★★★
- Show 'new' status for all items** By Wim Soens on 23-nov-2007  
Status:   
Views: 2 ★★★★★
- Log Widget** By Wim Soens on 23-nov-2007  
Status:   
Views: 4 ★★★★★

**Themes and clusters**

- Building Collaborative Capabilities**
  - Building Platforms
  - Designing Processes
  - Developing People
  - Managing "Programs"
- Global Collaboration Strategy**
- Organizing Collaboration**

Done

Internet | Protected Mode: On | 100%

Inbox - M... | Innovatio... | Home - I... | Collabora... | Microsoft... | Folder Co... | NL | 11:41

Innovation Through Collaboration

# Building Online Communities

with



# Exist For a Reason

- how will visitors know if they want to join the community?
- What benefit does a user derive from participating?
- Why should anyone care?

**Launch Innovation Seeds to  
challenge the community.**



# Users Draw Other Users

- The standard promotional approaches (search engines, word of mouth, submitting links to other sites) apply.
- As a group, your most active users will draw more users than you will.

Validate the **social rewards** of participating in a healthy peer group.



# Develop Community Ownership

- The content contributions of regular users probably outweigh yours.
- Users are taking on community responsibilities for content production, moderation and rating.

Set up **Authoring and Moderator Roles** for community leaders and members.



# Barriers Are Mixed Blessings

- Like any community, your group will have factions and frictions.
- Should anonymous or pseudonymous users be allowed to comment and write, track replies and receive messages?

Address the issue of **anonymous participation** early in your community's lifecycle.



# Community Dynamics

Even if you have graduate degrees in sociology and psychology, the **dynamics of human communities will still surprise you**. Be very clear about your goals and the rules. Manage your expectations about user participation and groups wisely. Allow a little chaos.

If there's an audience for your conversation, you'll find a community.

