



4. DISCOVER NEW IDEAS

CROWDSOURCING PLATFORM.

"Diversity and independence are important because the best collective decisions are the product of disagreement and contest, not consensus or compromise."

JAMES SUROWIECKI

This tool is to plan the use of an online **Crowdsourcing Platform**. Such platforms are used to host communities that respond to specific challenges by submitting insights, ideas or business propositions for new products and services. We use this template to design elements of our crowdsourcing platform and to visualise how our challenges will work in practice.



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"Diversity and independence are important because the best collective decisions are the product of disagreement and contest, not consensus or compromise."

JAMES SUROWIECKI

www.

Crowd name:

Logo:

Objectives:

Type of Crowd:

- COLLEAGUE CROWD
- INSIGHT CROWD
- IDEAS CROWD
- CUSTOMER CROWD

Incentives:

Interesting Question:

Recruitment Plan:

Judging Criteria:

NAME:

DATE:

TEAM:



CROWDSOURCING PLATFORM - EXAMPLE.



"Diversity and independence are important because the best collective decisions are the product of disagreement and contest, not consensus or compromise."

JAMES SUROWIECKI

www. InterBankChallenge.com

Crowd name: InterBank Challenge

Logo: InterBank

Objectives:

1. To share insights about how to manage money on the move.
2. To identify customer needs on how to manage their money.
3. To come up with ideas for how we can address these needs.

Interesting Question: How can we better help our customers manage their money on the move?

Recruitment Plan: We will invite any of our current customers who has had an overdraft in the last 2 years, between the ages of 25 - 35, based in emerging markets.

Type of Crowd:

- COLLEAGUE CROWD
- INSIGHT CROWD
- IDEAS CROWD
- CUSTOMER CROWD

Incentives: Points/Badges, Vouchers - for best participation, iPad - for best ideas, plus the opportunity to enter a joint venture with InterBank to launch your product to market

Judging Criteria: Profitable (30%), Pioneering (30%), Practical (40%)

NAME: Frank Bank

DATE: 1st March

TEAM: Open Innovation