



# The Ideafarm

Platform for refreshing ideas and new products

Product Flyer

## The Ideafarm

The Crowdsourcing Platform for Refreshing Ideas and New Business Projects



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[www.innovationsgesellschaft.ch](http://www.innovationsgesellschaft.ch)

[www.ideafarm.ch](http://www.ideafarm.ch)

# The Ideafarm: Your Greenhouse for New Ideas, Products and Innovation

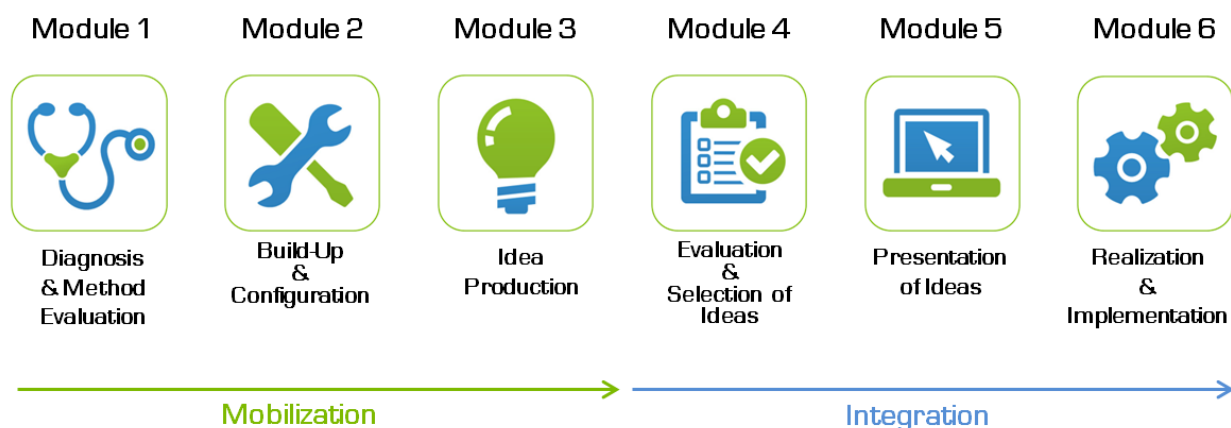
You are looking for a spark of inspiration for new products. You want to find out what your clients think. Or you want to know from your employees how to improve the company. Then, the Ideafarm is the right platform for you!

The Ideafarm is the new open innovation platform for creative ideas that enables you to develop and evaluate new ideas and concepts with a structured method. The process involves the search for ideas as well as the specific development of products and applicable marketing concepts.

There for a community of more than 17'000 stands by your side. In addition, you can easily involve employees, suppliers, clients or external experts into the idea and innovation process over the platform. At the "Ideafarm" a company can appear under its own name or anonymously. The platform is being used by all industry sectors, administrations, public authorities, NGOs, political parties or individuals.

## Modular Assembly Principle: Take What You Need!

On the „Ideafarm“ , you can individually use and combine six different modules as needed. Our experts manage, document and coach the process of the development of ideas and subsequently support you with the practical implementation of the best product ideas or concepts. The first two modules serve the purpose of activating and preparing the idea production. With the diagnosis and method evaluation (module 1) as well as the build-up and configuration (module 2), you prepare your company in an optimal way for the centrepiece : the idea production (module 3). Following the ideas are being consolidated and evaluated (module 4) and presented in a workshop (module 5). With it you obtain an ideal basis for the following successful realization and implementation.



## Fields of Application: Versatile and Independent from Organization and Industry Sector

The "Ideafarm" is being used whenever a large number of ideas has to be collected, consolidated, evaluated and realized fast and efficiently.

Whether the development of products for retail, the resolution of technical problems in industry plants, the evaluation of new trends in R&D, the questioning of association members or the polling of citizen opinion, the "Ideafarm" solves a multitude of questions and problems, irrespective of industry sector or organization. It can also be used for internal projects, e.g. employee suggestions or idea competitions.

## Module 1: Diagnosis and Method Evaluation



You want to analyse and improve innovation processes in your organisation. By the use of a specific diagnosis we identify with you the strengths and improvement potential of your process of generating ideas and knowledge. You get an overview of appropriate tools and methods for improving your innovation management. Hence, you get a reliable compass for new innovation projects.

**Costs: from CHF 4'500.- (without VAT)**

## Module 2: Build-Up and Configuration



Set the conditions for your innovation project. In moderated workshops we develop with you a suitable approach, answer relevant questions and create a project-related package of measures. We help you to find the right question for the idea production and create a project-briefing for you.

**Costs: from CHF 4'500.- (without VAT)**

## Module 3: Idea Production



Here the community works for you! Based on your question ideas and solutions are being developed efficiently. A well-tested web software helps to integrate your stakeholders of your choice: clients, suppliers, partners, employees; while not depending on time and place. You can benefit from a community of innovators consisting of over 17'000 bright minds. We coordinate, host (moderate) and document the idea production for you and provide you with the edited and well-structured results.

**Costs: from CHF 4'500.- (without VAT) / community of innovators CHF 2000.- (without VAT)**

## Module 4: Evaluation and Selection of Ideas



The best ideas will be chosen from the vast number of suggestions that have been collected. The choice, assessment and evaluation of the practical ideas is being made web-based as well as physically. At the first step you choose the most promising ideas based on a point system. The best ideas (approx. 5 to 10% of all ideas) are specified (idea profile) and evaluated. The results is being worked up in a matrix and serves you as a basis of further decision-making.

**Costs: from CHF 4'500.- (without VAT)**

## Module 5: Presentation of Ideas (Workshop)



To achieve a high acceptance for the developed ideas within the management and the employees (the implementers), we perform an idea presentation workshop with you. During the workshop the TOP ideas are presented and questions are openly discussed. Employees have the possibility to take a stand on the TOP ideas. The aim of the workshop is a proactive information and sensitization for the later implementation.

**Costs: from CHF 4'500.- (without VAT)**

## Module 6: Realization and Implementation



You pursue the most promising ideas and approaches internally or you realize them in cooperation with external partners. We support your project management, your search and evaluation of potential partners or external source of funding.

**Costs: as required, estimate of costs**

## About us

The Innovation Society, St. Gallen is an independent, internationally operating consultancy with its domicile at the site of the EMPA. The company has been founded as a spin-off of the university of St. Gallen. We are supporting companies and organizations with the practical implementation of idea and innovation projects as well as strategic development on the basis of the newest scientific findings.

Further information can be found here :

[www.innovationsgesellschaft.ch](http://www.innovationsgesellschaft.ch)



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Scan QR-Code and  
start idea project:



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