

IFundIT

Organizations wish to leverage the talent and creativity of their employees to encourage and harvest new ideas. To achieve the same they look for a way to run Innovation campaigns where ideas can be crowd sourced as well as funded through a distributed pool of investors. Imagine simulating a start-up idea development and crowd funding lifecycle within your organization.

IBM hosted solution for innovators to submit project ideas, and internal investors to pledge budgets to them.



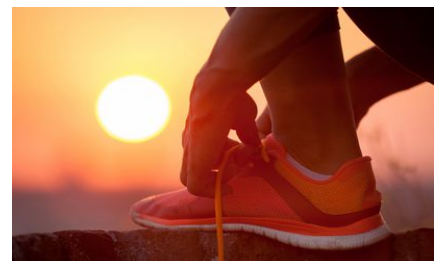
Engage & Build Innovation Culture

Engage employees through transparent process of idea generation to funding those ideas



Leverage the power of crowd funding

Use crowd sourcing to source ideas and crowd funding to fund those. Simulate a real start-up environment within your organization boundaries.



Use a Ready to go solution

Hosted platform, pre-built with all the processes involved in sourcing and funding ideas through participation of employees

We offer the ifundIT solution, An IBM CIO Lab application as a service to external customers so that they can run their own crowdfunding campaigns. This IBM hosted solution provides proven methods and functions, based on IBM CIO innovation campaigns.