

DiscoveryCast Drives Ideation

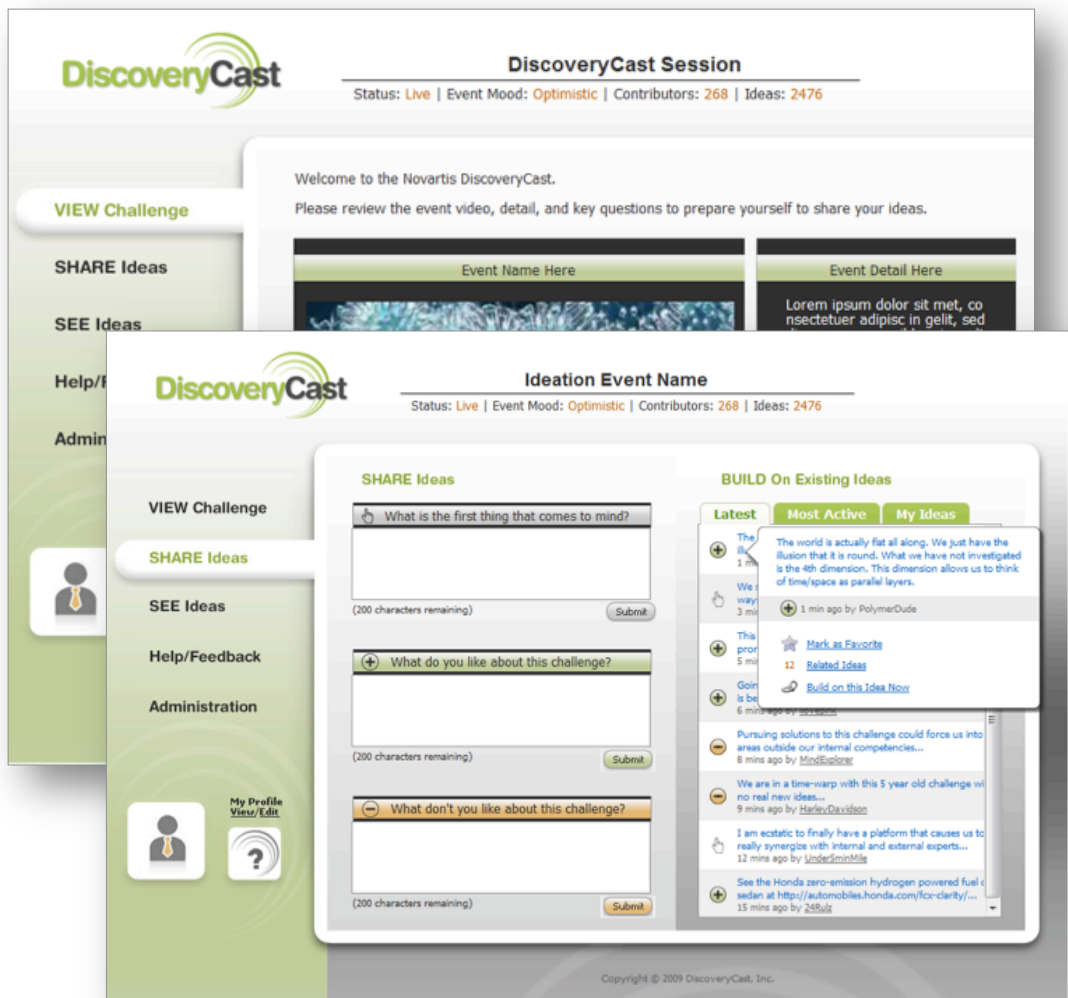
DiscoveryCast helps companies carry out ideation/brainstorming activities efficiently with a focus on generating new insights. Our experience in R&D, open innovation and social networking has resulted in a proven methodology backed by a proprietary web-based ideation platform that drives high levels of engagement and contribution. Coupled with our suite of analytical tools, we provide real-time analysis of the ideas as they are generated to help companies extract meaningful insights from each ideation event.

The Power of Ideation

Thousands of ideas from...

hundreds of participants...

in 24-48 hours.



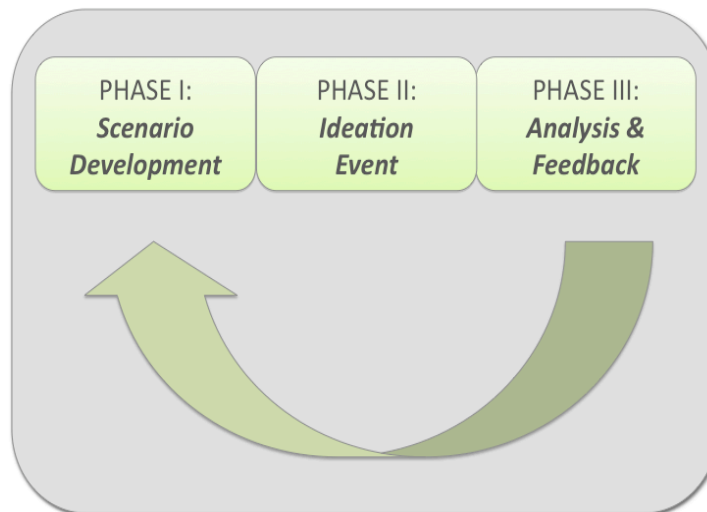
The screenshot displays the DiscoveryCast web interface. At the top, the DiscoveryCast logo is on the left, and the session title "DiscoveryCast Session" is on the right, with a status bar showing "Status: Live | Event Mood: Optimistic | Contributors: 268 | Ideas: 2476". Below this, a welcome message reads "Welcome to the Novartis DiscoveryCast. Please review the event video, detail, and key questions to prepare yourself to share your ideas." A navigation menu on the left includes "VIEW Challenge", "SHARE Ideas", "SEE Ideas", "Help/Feedback", and "Administration". The main content area shows an "Ideation Event Name" section with a similar status bar. It features three input fields for sharing ideas: "What is the first thing that comes to mind?", "What do you like about this challenge?", and "What don't you like about this challenge?". To the right, a "BUILD On Existing Ideas" section lists recent ideas, such as "The world is actually flat all along. We just have the illusion that it is round..." and "Pursuing solutions to this challenge could force us into areas outside our internal competencies...". A user profile card is visible over the ideas list, showing a name and a "Build on this Idea Now" button. At the bottom, a copyright notice reads "Copyright © 2009 DiscoveryCast, Inc."

For more information please contact us at info@discoverycast.com

Why DiscoveryCast?

- We leverage Web 2.0 know-how to drive engagement & contribution
- We make the event fun and competitive for the participants
- We work with clients to develop relevant scenarios
- We provide real-time analytical tools to capture the conversation
- We conduct thorough post-event analysis to extract both top & outlier ideas

Our Methodology

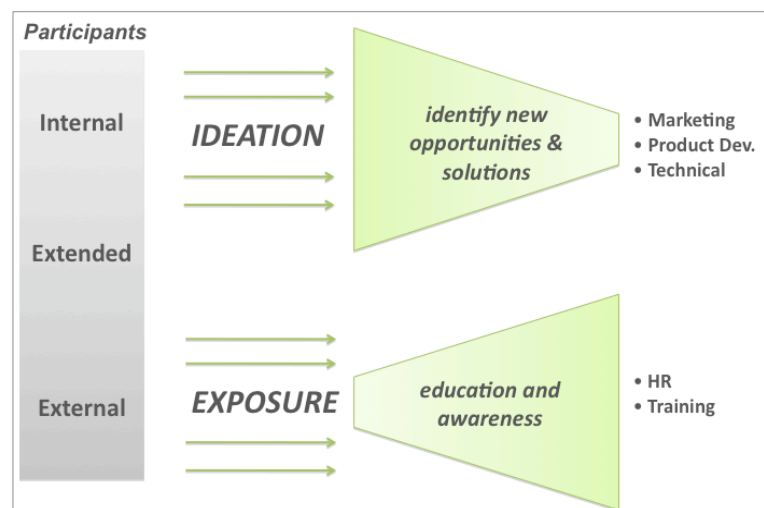


The DiscoveryCast process is divided among three distinct phases, each focused on producing valuable insights. **Phase I** consists of creating a focused, relevant scenario and recruiting the participants who will join the ideation event. In **Phase II** we capture the conversation on our secure, proprietary platform. **Phase III** is the critical post-event analysis designed to extract meaningful insights from the session.

THE VALUE OF ITERATION

Rapid iteration, also known as **rapid prototyping**, is a crucial element in the DiscoveryCast process. The ability to run the same scenario more than once allows you to refine how you frame the scenario to various target audiences, then gather the most popular crowd-sourced insights and ultimately uncover those interesting outlier ideas as well.

How Can You Leverage DiscoveryCast?



Starting with your choice of internal, extended or fully external networks, you can leverage our methodology to cast out for as many ideas as possible (**Ideation**) or use the platform to educate and share new developments within your organization (**Exposure**). In either case you will collect valuable feedback.

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