

# Idea Farm



**“The 3 Cs of modern creativity are community, crowdsourcing and co-creation.”** - John Wilkins, Naked Communications

Idea Farm is a 4-step co-creation process in which people work together to generate ideas, pick the best, refine and ultimately decide which are worth the investment.

1. **Seed** - Co-creators are presented with a brief that outlines your innovation challenge and they generate and submit ideas.
2. **Weed** - Ideas with potential are sent back to your community to be voted on.
3. **Prune** - The ideas voted top 10 are presented in a discussion forum for refinement and improvement.
4. **Harvest** - The revised ideas are presented for final review. A quadrant map shows the number of votes each idea received, against the amount of money they think the ideas is worth. This reveals which ideas had both wide appeal and high levels of investment.

## Benefits

- Speed up innovation
- Understand your target audience's interests and ideas
- Interact with your target audience to co-create
- Reduce costs and market risk with crowd-tested ideas



**Contact us today for more information on how an Idea Farm solution can help you.**



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