



# IDEASTOCK

Using the principles of crowdfunding, IDEASTOCK quickly identifies the potential of disruptive ideas, accurately estimates the scale of opportunity and informs how to succeed.



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## Win with disruptive innovation

IDEASTOCK evaluates the potential of disruptive ideas by getting closer to real-life choices using the principles of crowd funding. It provides recommendations on the right audience, communication hooks and areas to strengthen for a successful launch. With results available within a week, you can test multiple ideas simultaneously.

## KEY BENEFITS

01

Improvement in accuracy of prediction with the use of crowdfunding and actual monetary pledges.

02

A growth trajectory to show the true potential of ideas.

03

Results in half the time of traditional concept tests, so you can make quick, informed decisions.

04

Clear guidance on how to develop ideas and communicate to the target audience.

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The concepts are plotted on a 2 x 2 Prospect Matrix which gives an idea of the future trajectory

Initial Engagement

<p><b>Slow Starters</b> Initial Engagement: Low   Action: High Niche concepts</p>	<p><b>Champions</b> Initial Engagement: High   Action: High Crowd pleaser concepts</p>
<p><b>Laggards</b> Initial Engagement: Low   Action: Low Concepts to be deprioritized</p>	<p><b>Middling</b> Initial Engagement: High   Action: Low Me-too products likely to be here</p>

Action

## HOW IS IT DONE?

01

Videos, write-ups and graphics are made for each concept to be tested.

02

The concepts are then hosted on a shadow crowdfunding website

03

The test ideas are presented alongside multiple others in a true competitive context.

04

Invites are sent out to people to come and identify next big innovations.

05

End to end behaviour of each visitor on the website is recorded. This data is analysed to identify potential of concepts.