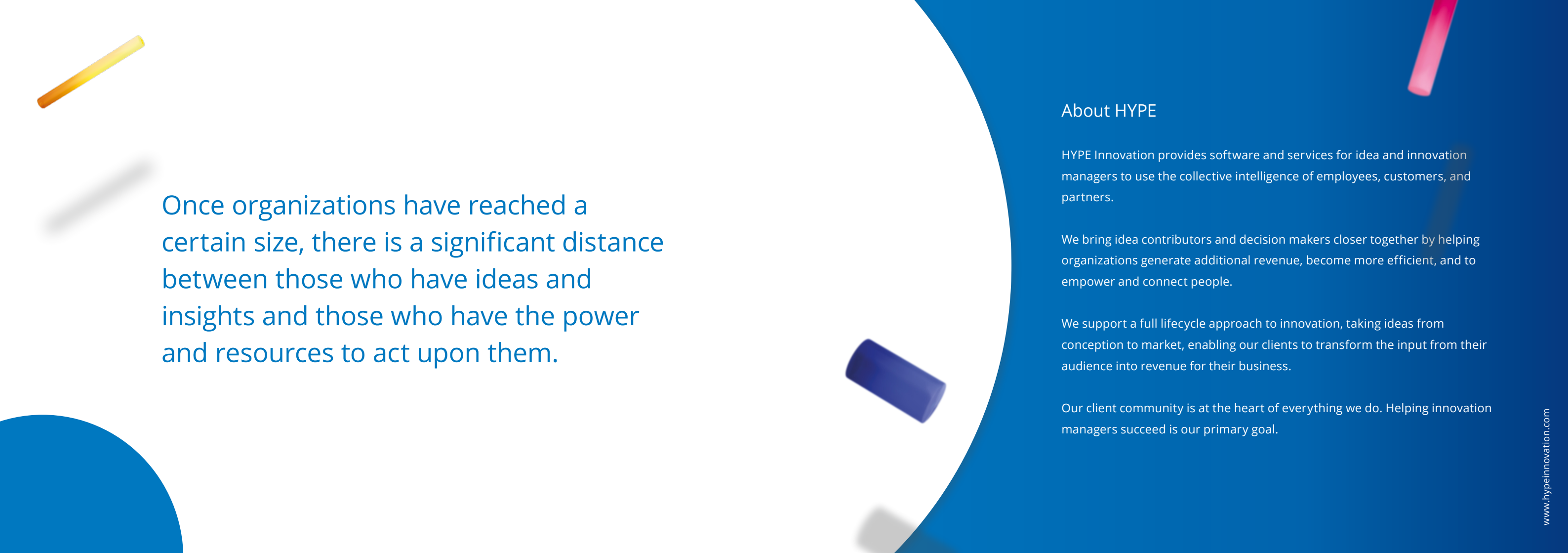


# HYPE Innovation





Once organizations have reached a certain size, there is a significant distance between those who have ideas and insights and those who have the power and resources to act upon them.

## About HYPE

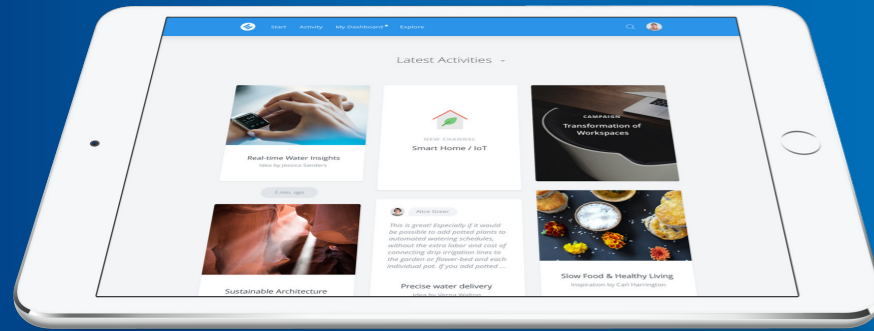
HYPE Innovation provides software and services for idea and innovation managers to use the collective intelligence of employees, customers, and partners.

We bring idea contributors and decision makers closer together by helping organizations generate additional revenue, become more efficient, and to empower and connect people.

We support a full lifecycle approach to innovation, taking ideas from conception to market, enabling our clients to transform the input from their audience into revenue for their business.

Our client community is at the heart of everything we do. Helping innovation managers succeed is our primary goal.

# Innovation means change



Change in the way we work, the products we make, the services we offer, the customer experiences we create, and the business models which fuel future growth. Increasingly, organizations need to leverage the brainpower of people both inside and outside of their environment. This is not just for idea and insight generation, but also for idea refinement, prototyping, and co-creation.

# We help you simplify

Managing innovation is inherently complex. As an innovation manager, discovering where and how to innovate are your top concerns. You're responsible for:

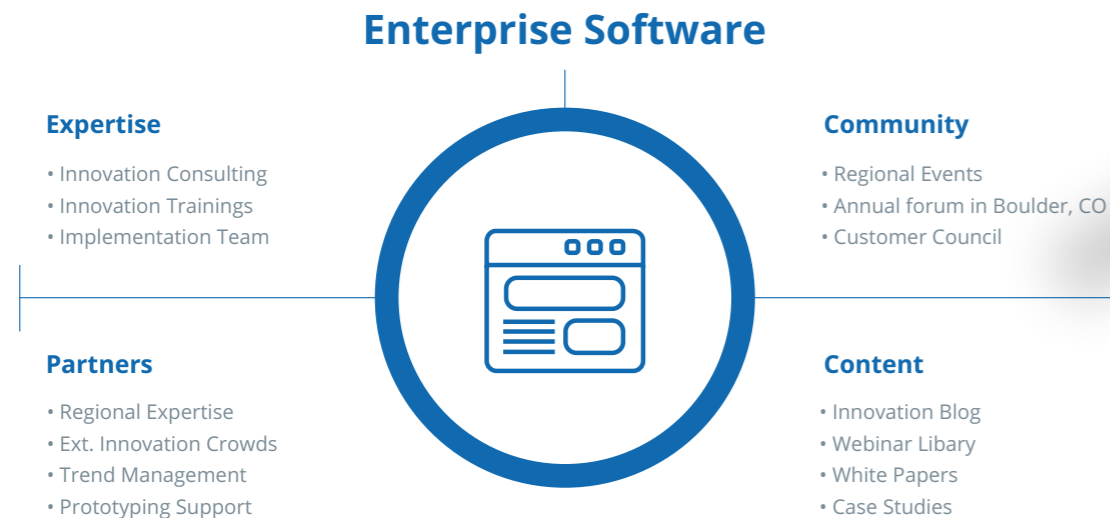
- Sourcing ideas
- Generating momentum and engagement
- Gaining sponsorship and management buy-in
- Building an innovation pipeline
- Creating KPIs and, ultimately, tracking return on investment

There's a lot on your plate. *We feel you.*

We aim to help simplify these challenges by:

- Providing an easy-to-use enterprise application with the features and capabilities to get the job done
- Supporting reliable processes for managing innovation, proven with years of experience
- Offering consulting solutions for the common challenges your company will face, like digital transformation, employee engagement, cost saving and efficiency, growth, and knowledge

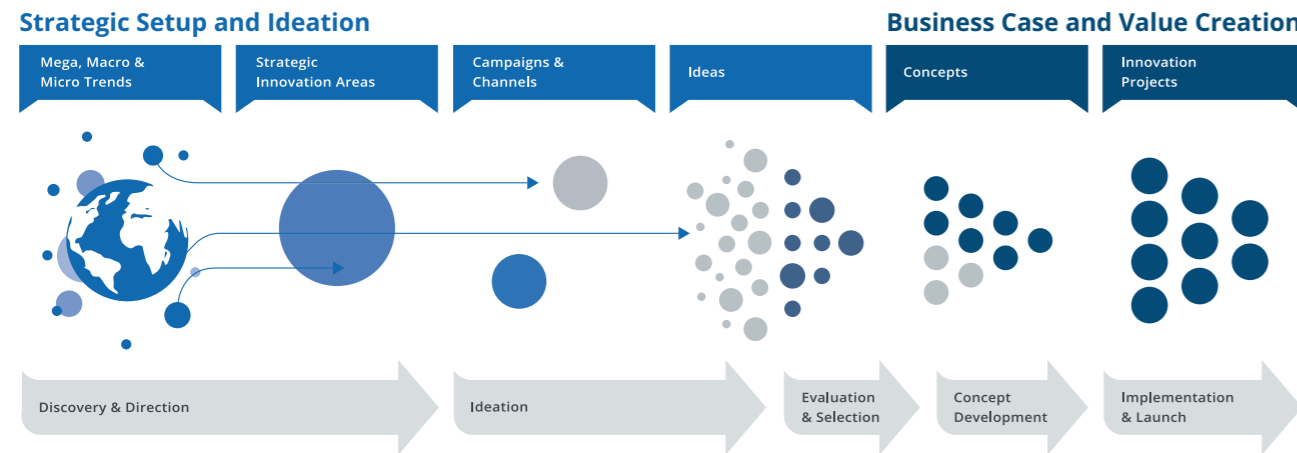
# The HYPE Ecosystem



Innovation management programs are more than just a software platform, and it takes more than plugging in a tool to generate the ideas your organization seeks.

HYPE offers you an entire ecosystem of services and support around our software.

# The Innovation Process



**Trends**, as well as insights from your employees, help with creativity and inspiration. HYPE offers insights management and integrates with a trend database, allowing you to tie trends into your innovation process to derive strategic innovation areas from them.

**Strategic Innovation Areas** define long-term innovation goals. They are a part of the corporate strategy and a top management domain. They help focus innovation initiatives across the company.

**Campaigns** are one of the most effective ways to generate ideas on a defined topic with a diverse group of people. A sponsor drives the campaign, a community manager asks a diverse group to contribute ideas, and a team of experts evaluate the ideas submitted by campaign participants.

**Ideas** are discussed, voted, and selected in the context of the campaign definition, criteria, and process. They can be either a fully developed, ready-to-implement proposal or an incremental contribution to the overall solution.

**Concepts** are ideas in the development stage. The concept author builds a business case based on the idea. The business case is used in team reviews, innovation board decisions, and the project implementation. Multiple ideas can be combined to create a single concept made up from several contributions and supporting materials.

**Innovation projects** are ideas which have moved from concept (business case) to projects (budget and implementation). Projects typically have a goal, a timeframe, a budget, milestones, and an implementation team.

# A Great UX For Your Audience Combined With Key Features For You

HYPE Enterprise provides a dynamic, modern and easy-to-use interface for your crowd and yourself as the program manager.

We offer a simple and clean design, entirely responsive so everybody can access your platform from any devices – computer, tablet, smartphone.

The platform features have been developed to support you all the way through your innovation process in an effective, but also simple and flexible way.

HYPE Enterprise adapts to match your corporate identity, matches strict security demands and integrates smoothly with your existing IT environment.



Slow Food & Healthy Living  
Inspiration by Carl Harrington



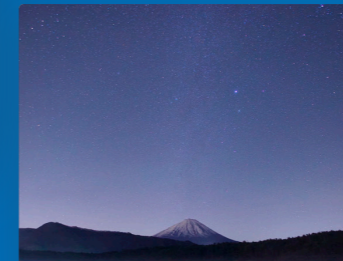
NEW CHANNEL  
Smart Home / IoT



Alice Greer

*This is great! Especially if it would be possible to add potted plants to automated watering schedules, without the extra labor and cost of connecting drip irrigation lines to the garden or flower-bed and each individual pot. If you add potted ...*

Precise water delivery  
Idea by Verna Walton



Effects of Light Pollution  
Inspiration by Nancy Ortiz



The Water Gap  
Idea by Marguerite Campbell



Susan Hudson liked



Susan Fowler

*In fact, by skipping on watering all those areas that don't need water, the average Californian would save \$682 a year on their water bill. Plus it is a small robot that anyone can easily setup, you can bring it with you when you move.*

Real-time Water Insights  
Idea by Jessica Sanders



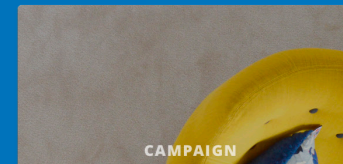
Sustainable Architecture  
Inspired by Nature  
Idea by Nina Carter

What challenges does water scarcity pose to companies?

New Post by Micheal Lowe

Water tables are falling particularly fast in regions where agricultural output is now increasing, such as in India. The water crisis that seems possible within the next 10 to 20 years will therefore most probably trigger significant shortfalls in cereal production and, as a result, a massive global food crisis.

A second challenge is the water we use in our bottling and man...

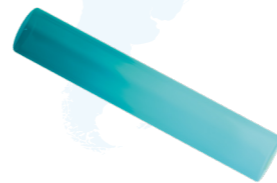




## Our Expertise at Your Service

Developing a sustainable enterprise innovation program is an on-going challenge for innovation professionals. You need to adapt to your current cultural readiness; deliver quick wins to get people on board; develop a rollout strategy suited to your organization's structure and goals; not to mention deliver a diverse and prioritized portfolio of innovation projects for sustainable growth.

HYPE's consulting team help organizations to meet these challenges and gives them the tools and frameworks to be ready for the ever-changing innovation world. We have a framework of Coaching, Training and Consulting offerings that supports company leadership & innovation practitioners.



# Intimate Client Relationships That Last

“The process support was a big factor in why we chose HYPE. We weren’t looking for a pure software offering, we were looking for the process support around that, and the experience of enterprise-wide innovation programs. As there was the added complexity of innovating with many other organizations, sometimes in an open innovation style, HYPE’s experience of cross-enterprise innovation was central to us choosing HYPE as a partner.”



**JOACHIM BOX**  
Business Director, Digital  
Co-creation, Fujitsu

“HYPE is more than just a product sold, they’re like a close colleague. I’ve never had a question, challenge or concern that I’ve brought to HYPE that I didn’t walk away feeling that they provided me with the right tips and tools for my own innovation program, and therefore my own success. It’s a unique partnership that I truly value. I encourage you to take full advantage of the support they offer to your Innovation Program.”



**SARAH KELLY**  
Innovation Program Manager,  
Liberty Global

“HYPE’s consulting team is “in it” with us for the success of our idea crowdsourcing campaigns. They learned about us and pushed back when they saw us doing things that would hinder our own success.”



**ROBERT NEUHARD**  
Executive Director, Strategic  
Initiatives, UC San Diego

Our client community is truly global, with over 200 organizations worldwide, spanning from Nicaragua and Australia to Saudi Arabia and Sweden. We work closely with our clients so that together we can better understand the field of innovation management and achieve outstanding results.

This rich engagement helps us create best practices and leading expertise in our field. Our client community is a key differentiator and factor in our success. By working with HYPE, you join this community and help develop and improve the discipline of innovation management.



Visit us today at [www.hypeinnovation.com](http://www.hypeinnovation.com)





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