
IDEA EXCHANGE

PRODUCT DESCRIPTION



IDEA EXCHANGE

MORE THAN AN ONLINE
SUGGESTION BOX





WHAT IS IT ALL ABOUT

On Idea Exchange, employees can easily publish ideas. Everybody can read the ideas and buy shares in them. It's all about buying shares in the best ideas. The purpose is to:

- Motivate people to share ideas and knowledge.
- Create a structured idea management process.

HOW DOES IT WORK?

On the real stock market, people buy shares according to how they think, a firm will do in the future. If you expect a firm to be successful, you buy shares in it - and the price of the firm's share will go up. On Idea Exchange, you buy shares in ideas - instead of in firms. It is about buying shares in the ideas you think are the best. Buy the right shares and you will earn 'money' and do well in the competition.

WHY BUY SHARES IN IDEAS?

People are more honest when they invest. Letting employees buy shares in ideas makes them put more effort into determining which ideas they believe in. On Idea Exchange, employees can easily publish ideas.

WHY DO WE NEED A COMPETITION?

The competition motivates everybody to participate, including those who haven't published any ideas themselves.

We believe it's important to motivate employees to be innovative on behalf of their company and reward them for being so.

FRONT PAGE

1 MENU

The menu consists of Ideas, Create Idea, Ranking, Guide, Support and My Account.

2 ILLUSTRATION

Easy-to-understand communication about the purpose of Idea Exchange.

3 NEW IDEAS

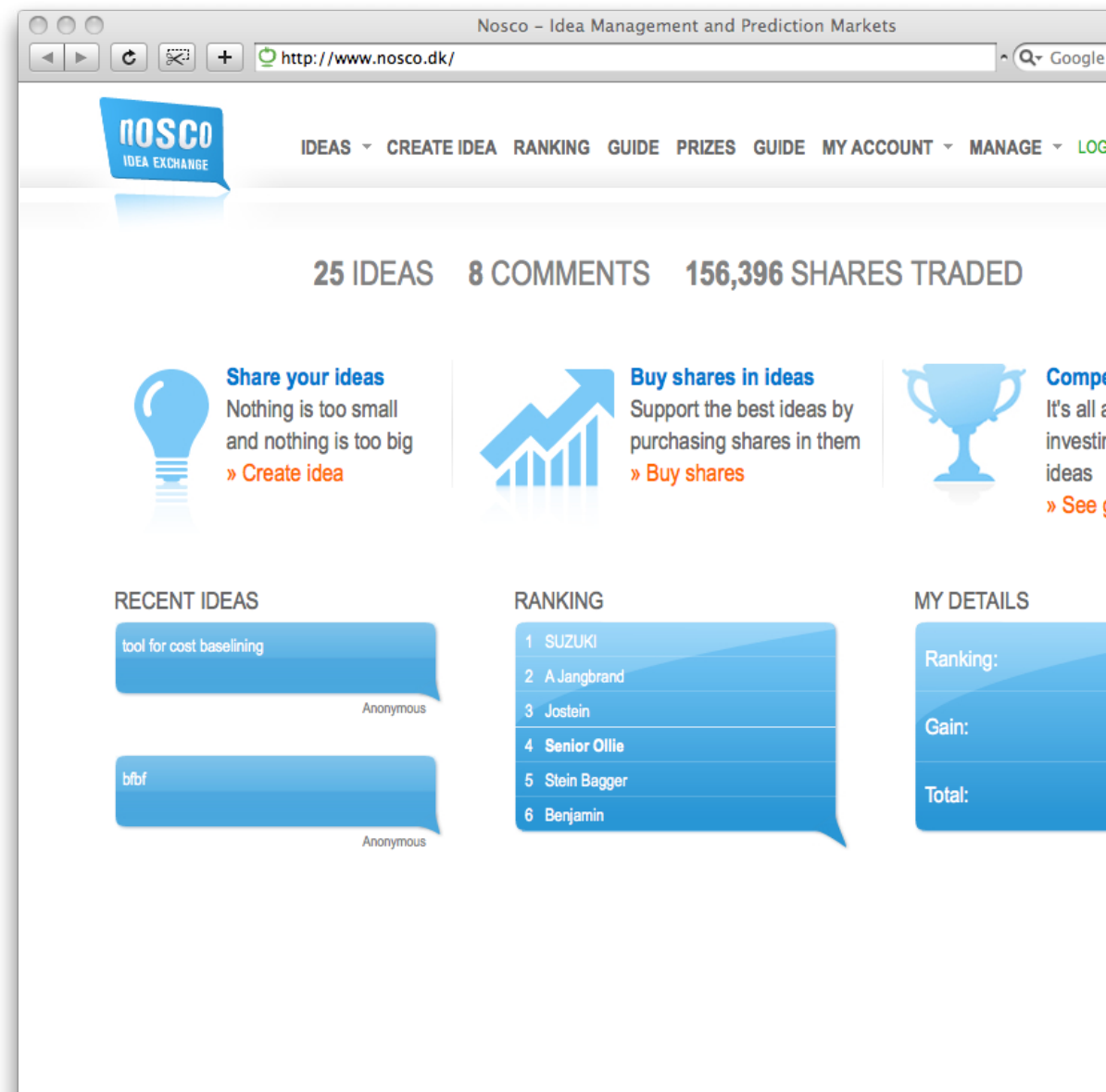
Lists the two newest Ideas and the author (if not anonymous).

4 SUMMARY OF SCORING BOARD

Shows top 3, your own ranking and who's above and below you.

5 MY DETAILS

Gives you a brief overview of your status



LIST OF IDEAS

1 RANKING

Idea Exchange gives a clear ranking of the ideas. The more shares sold in an idea the higher the ranking.

2 QUICK VIEW OF IDEAS

Each idea is shown with: Headline, author (if not anonymous), date and the first couple of lines of the description. As a measure of activity each idea shows how many times it has been viewed, commented on and how many shares that have been sold in the idea.

3 PRICE AND CHANGE

Should I buy or sell? The price is always in real-time and the change gives a quick view of which ideas that are getting more popular?

The screenshot shows the Nosco Idea Exchange website. The browser address bar displays 'http://www.nosco.dk/'. The website header includes the 'nosco IDEA EXCHANGE' logo and navigation links: IDEAS, CREATE IDEA, RANKING, GUIDE, MY ACCOUNT, and LOG OUT. Below the header, there are sorting options: 'Sort by: Price, Most traded, New, Idea Bank' and a link to 'Group ideas by category'. The main content area displays a list of six ideas, each with a rank number, title, creation date, author, description, view count, share count, and a price tag with a change indicator.

Rank	Idea Title	Created	Author	Viewed	Shares	Price	Change
1	Team Structure	May 20, 2008	Selina Kyle	59	2919	67	-1.5%
2	Extensive Spam Filter For Info-mail	May 20, 2008	Improve Work Processes	50	1929	62	+0.0%
3	Sales-courses To Project Managers	May 20, 2008	Improve Work Processes	52	1663	60	+0.0%
4	Switch That Turn Off All Electricity in Headquarter	May 21, 2008	Oswald Chesterfield Cobblepot	51	1514	60	-1.6%
5	Energy Saving Light Bulbs	May 21, 2008	Making The Company	43	1442	59	+0.0%
6	A+ Refrigerator	May 21, 2008	Donald Duck	72	1172	57	+0.0%

PUBLISH IDEAS

1 DESCRIBE YOUR IDEA

Choose a category and a headline. Then describe your Idea in the most inspiring way.

2 ANONYMITY

If you wish to be anonymous click the 'I want to be anonymous'-box.

3 PUBLISH OR SAVE

Publish your idea with one click or save it as a draft and work on it later. When published the other employees can read the idea and buy shares in it.

4 HELP IS JUST A CLICK AWAY

Click the ?-icon if in doubt.

The screenshot shows a web browser window with the address bar displaying 'http://www.nosco.dk/'. The page title is 'Nosco - Idea Management and Prediction Markets'. The navigation bar includes links for 'IDEAS', 'CREATE IDEA', 'RANKING', 'GUIDE', 'MY ACCOUNT', and 'LOG OUT'. The main form is titled 'nosco IDEA EXCHANGE' and contains the following sections:

- Which category does your idea fit into?** A dropdown menu showing 'Making The Company CO2-neutral' with a help icon (?) to its right.
- Headline for your idea** A text input field with a help icon (?) to its right.
- Description of your idea** A large text area with a help icon (?) to its right.
- I'd prefer to be anonymous** A checkbox with a help icon (?) to its right.

At the bottom of the form are three buttons: 'Contribute idea' (green), 'Save as draft' (grey), and 'Cancel' (grey). A blue tooltip on the right side of the form provides additional context for the selected category:

Making The Company CO2-neutral
How can we make the company CO2-neutral? The idea should give good PR, and be easy to implement. The idea should describe how much CO2 it will save per year period, how much it will cost to implement, preferably pro and cons.

SEE & BUY

1 DESCRIPTION

See the idea's rank, description, who published it and when. It also shows how many times the idea has been viewed and many more details.

2 FILES & LINKS

Upload files and provide links to support your idea, e.g. spreadsheets and pictures.

3 COMMENT

Everybody can improve the idea by commenting on it.

4 THE PRICE

The idea's price reflects its popularity. The more shares are bought in the idea, the higher price and hence the higher the ranking of the idea.

5 BUY THE IDEA

Just enter the number of shares you would like to buy and click buy. It's that simple...

The screenshot shows a web browser window with the URL <http://www.nosco.dk/>. The page is titled "Nosco - Idea Management and Prediction Markets". The main content area displays an idea titled "Solar Cells On The Roof" with a ranking of 4. The description includes a link to a budget and a link to a solar cell producer. The price is shown as 6, with a change of 0.0%. A line graph shows the price trend over time. The "Buy shares in the idea" section shows a total of \$587 for 100 shares, with a "BUY" button. The "How well does the idea fit the category?" section shows two categories: "Simple to implement" (Avg. 2.4) and "Saves money" (Avg. 3.2). The "Files" section has an "Add" button.

nosco
IDEA EXCHANGE

IDEAS ▾ CREATE IDEA RANKING GUIDE PRIZES GUIDE MY ACCOUNT ▾ LOG OUT

RANKING
4

Solar Cells On The Roof
Created on July 30, 2008 in [Making the company CO2 Neutral](#)

Description:
I think that we actually could get a subsidy from the Department of Energy, but haven't included it in the budget. I have attached the budget below.
Calculations show that we over a 3 year period can save up to 25% on our electricity bill. With the current exchange rate the project would be break even after 3 years. After that we would have free electricity with a clean conscious.
Here is a links to a good producer of solar cells: <http://us.sanyo.com/solar/>
Read about how solar cells work here: <http://www.howstuffworks.com/solar-cell.htm>
Viewed 95 times 4 people own 3544 shares Edited 3 times

PRICE
6

CHANGE
↑ 0.0%

Buy shares in the idea
I want to buy: 100 shares
Total: \$587 **BUY**

Your data
» [Your recent trades](#)

How to win the competition:
It is all about making most money.
To do that you should:
1) Buy shares in the event you think will happen
2) Buy shares who's price you think will rise
3) Buy low and sell high

How well does the idea fit the category?
1) Simple to implement ★★☆☆ (Avg. 2.4)
2) Saves money ★★☆☆ (Avg. 3.2)
OK

Files: » [Add](#)

MY ACCOUNT

1 MY DATA

Shows your most important data: your ranking, return, available cash to buy ideas for and how much 'money' you made so far.

2 MY GRAPH

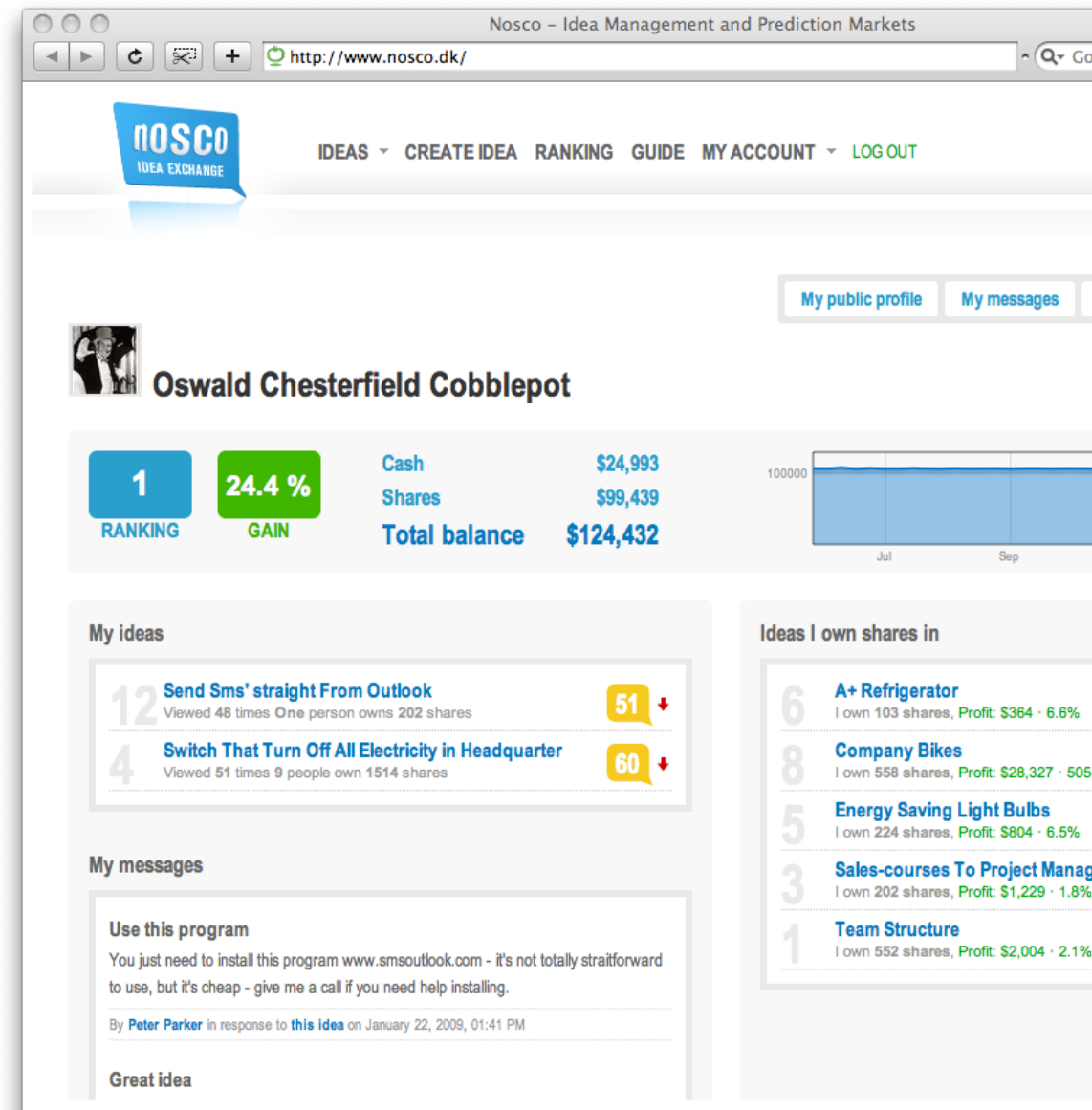
Gives a clear picture of how well you are doing.

3 MY IDEAS

Keep track of your own ideas.

4 MY SHARES

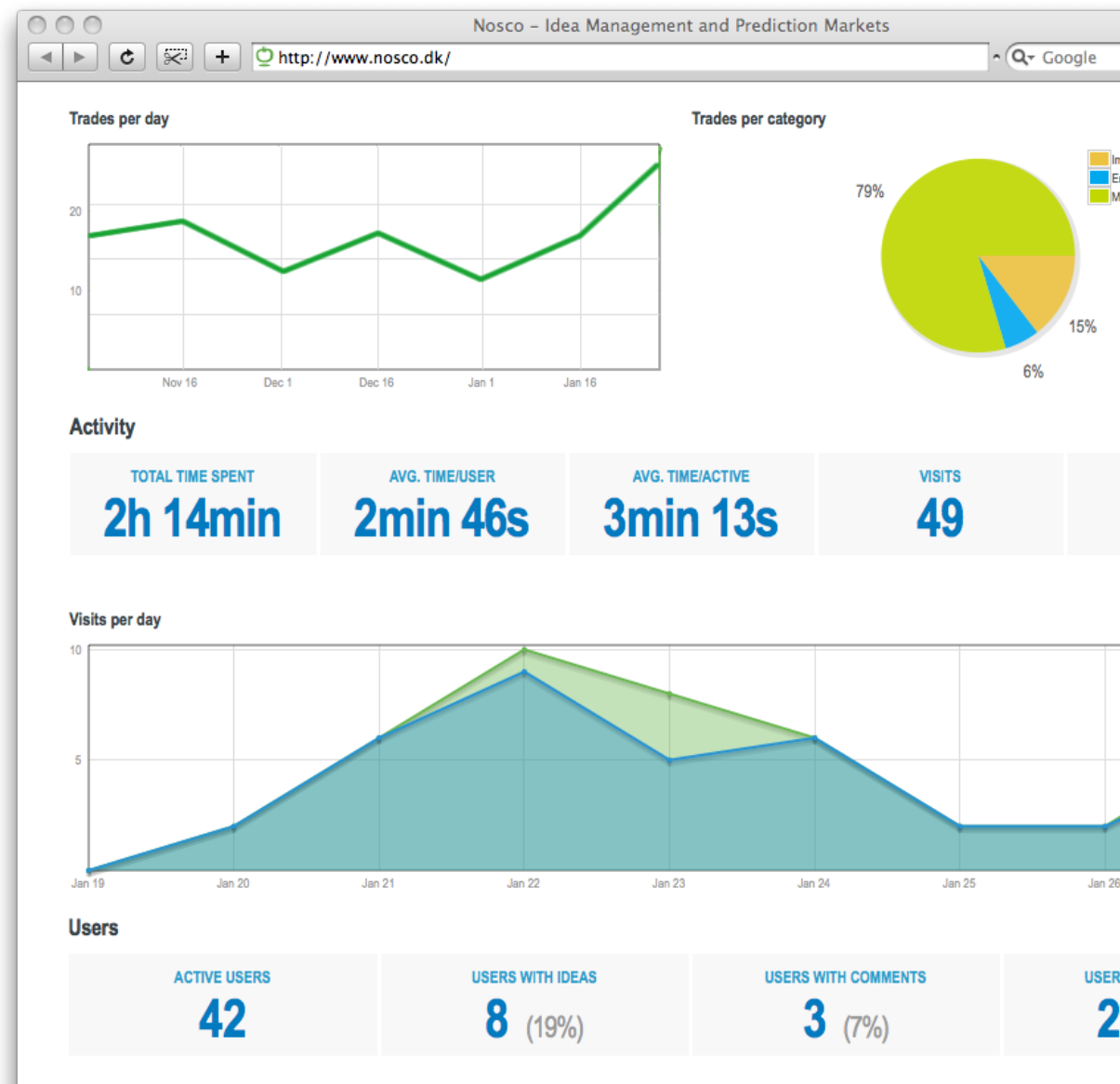
Shows a list of the shares you bought in your friends ideas and how much money you earned on these shares.



STATISTICS

REPORTING & STATISTICS

Idea Exchange provides a comprehensive set of real-time reports allowing you to accurately measure the effectiveness of every campaign you run. Go beyond ideas and comments and measure everything from time used to trade patterns and ROI.



SUPERIOR RETURN ON INNOVATION

Idea Exchange is an idea management tool for organizations with a strategic focus on employee driven innovation.

Idea Exchange offers an effective way to get more and better ideas, and provides superior qualification of the ideas' potential.

The prediction market mechanism in Idea Exchange is what makes it possible. It provides first class screening and brings the most qualified ideas forward while creating motivation and incentives to participate and share knowledge.

Idea Exchange delivers superior Return On Innovation by generating more and better ideas with better qualification using less resources and wraps it all in a structured and open process.



Nosco is a software and service company specialized in idea management. We offer an unique idea management tool: Idea Exchange. An online suggestion box, where you buy shares in ideas.

We also offer services to help companies design and execute innovation strategies with focus on the front end of innovation.

We work to create the right incentives for employees to engage in innovation. Our approach is prediction markets.

Our aim is to deliver highest possible Return On Innovation. That way we help our clients stay competitive, on edge and ready for the future while motivating and engaging employees. Among our clients are Danske Bank, Politiken Hempel, Alfa Laval and TV 2.

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come to know