



Engage your people with a real stake in ideation.

A crowdfunding platform for *inside* the organization to inspire your people’s best ideas and empower them as investors.

Everyone is an entrepreneur and investor.

Cultivate Ignite is a Kickstarter-style crowdsourcing platform for teams to submit and crowdfund early-stage ideas—using distributed company “house money” or time allotments—as the investment source.

CAMPAIGN

A Better Experience »

29 : 01 : 45 : 24

DAYS : HRS : MIN : SEC

IDEAS CREATED 2

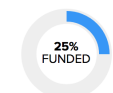
We are looking for ideas that enhance any part of the full customer lifecycle, from customer acquisition, support services, to rewarding customer loyalty.



Exclusive content section for v2.0 of mobile app »

We need a way attract customers to our mobile channels. Providing access to exclusive content has been brought up but not actually explored, now it's time!

\$250 INVESTED



\$1,000 REQUESTED



Create YouTube channel with help videos »

We've had customers ask for tutorials, this would be a great way to engage them.

\$200 INVESTED



\$1,500 REQUESTED

SEE ALL IDEAS FOR THIS CAMPAIGN

Recent Activity

- \$

June 28 at 3:45 pm

hello22 invested \$400 in "Fireside chat" series with leadership
- 50

June 28 at 3:45 pm

"Fireside chat" series with leadership has reached 50% of its funding target
- \$

June 28 at 12:58 pm

TigerDog invested \$50 in A "Wikipedia" for project case studies!
- \$

June 28 at 12:57 pm

TigerDog invested \$200 in A "Wikipedia" for project case studies!
- 25

June 28 at 12:57 pm

A "Wikipedia" for project case studies! has reached 25% of its funding target
- \$

June 28 at 12:34 pm

TigerDog invested \$300 in "Fireside chat" series with leadership
- \$

June 20 at 2:23 pm

benjerry44 invested \$100 in Create YouTube channel with help videos

A smarter, easier way to source ideas

If you’re like most organizations, you already have an innovation process in place, but you still have a pressing need at the front-end of the innovation lifecycle – to dramatically increase the amount of small experiments you’re doing. With Ignite, you can tap into the wisdom of your crowd to source and prioritize ideas in a fast and easy way that scales without the need for a bloated innovation management platform.

Note: Cultivate Ignite can be hosted by Cultivate in the cloud or on premise in your data center.

Value You Get



“Call for ideas” campaigns that generate new ideas, solutions, and tools that people want to nominate for crowdfunding.



Transparency and credibility into how ideas are funded and actualized - by giving everyone a voice in the process.



Through crowdfunding, understand prioritization of ideas that people find most compelling.



Unprecedented engagement in the process. We typically see 80%+ participation rates: unheard of in “opt-in” exercises.

Our clients have internally crowdfunded ideas from life-saving therapies to an office greenhouse.

Cultivate Ignite is used by world-class industry leaders, including AbbVie, AstraZeneca, Lockheed Martin, Canadian Nuclear Labs, Bose, and Dow. Ignite is based on 20+ years of experience building solutions to generate collective insights by your people. Some examples of how Ignite is being used at leading organizations:

- Developing new products/services
- Developing enhancements to existing products/services
- Increasing operational efficiency
- New technology or venture acquisitions/integrations
- Creating new people development, career, and engagement opportunities
- Portfolio investment decisions
- Corporate giving and social responsibility
- Improving office environment and collaboration
- Solving a specific pain point or customer need