



ideas4all, Bringing an idea to the market place



*Ana Maria Llopis
Paris, June 6th 2014*

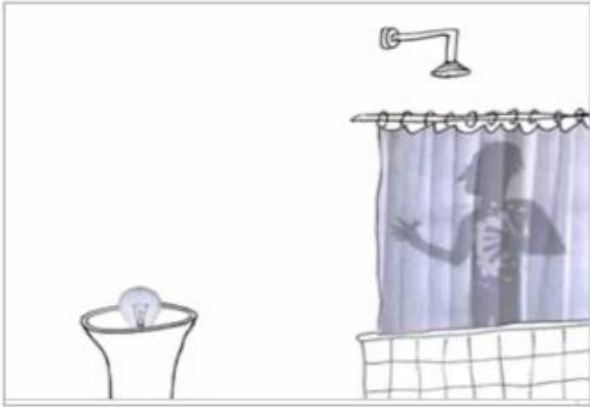
ideas4all, Bringing an idea to the market place

Thank you France for going as fast as you can on equality and having support from Government and Private Sector



*Meunier tu dors
Ton moulin va trop vite
Meunier tu dors
Ton moulin va trop fort*

1- Starting what you thought was needed



Who is worried about where ideas go ?

What kind of limbo?

What if they are all wasted?

What would happen if instead of wasted, they could be shared?

Some could be the inspiration of many ...

Some the dream of a few like your dream ...

Dreams that could change the world.

Someone in Silicon Valley is going to do it

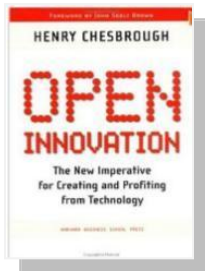
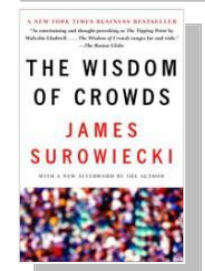
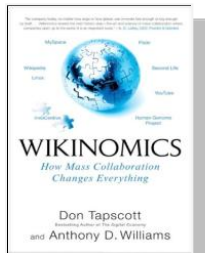
*But time goes by and no one does it, then you have **START IT UP***

TIME IS UP TO REINVENT YOURSELF

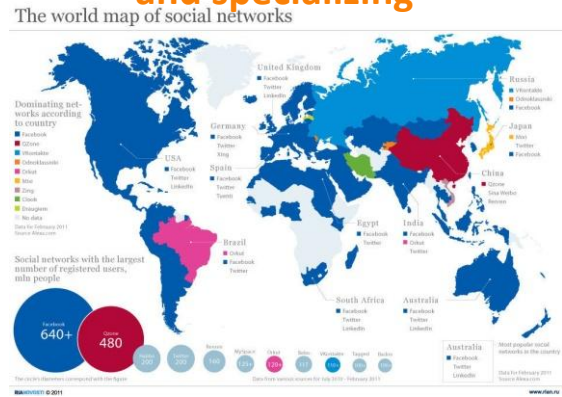


1- Starting what you thought was needed

New paradigms



Social networks are here to stay and specializing



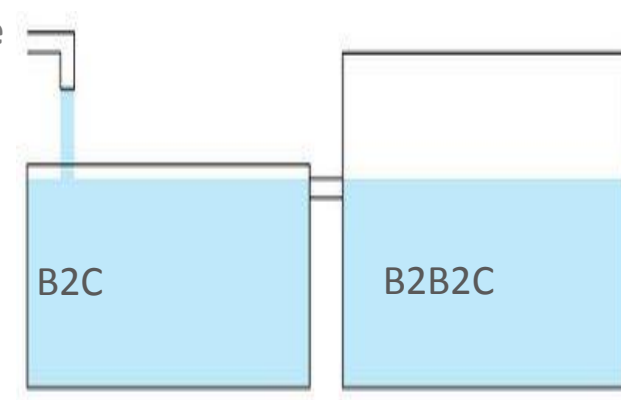
ideas4all Innovation Agora The innovation social network for companies institutions and cities



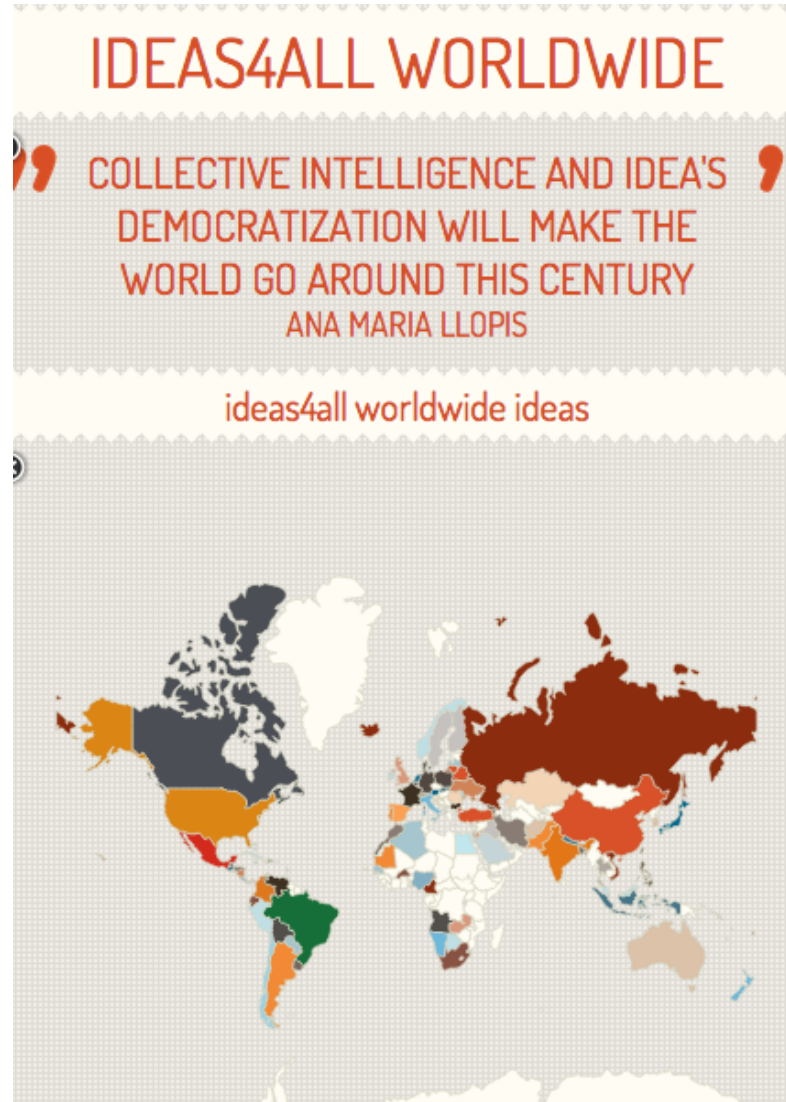
ideas4all.com one of the greatest ideas social network

2- Ideas4all social network, an ideas democratization process

- The wisdom of the crowd and collective intelligence
- Ideas democratisation
- Everybody has ideas
- All ideas are valid because they serve others
- They are an inspiration to others
- B2C model with the crisis did not happen
- What we learnt in the B2C we Applied to the B2B2C
- We accelerated the B2B2C roadmap
- At the end is the user/market who decides what works
- Need to have sustainable income
- *The cash flow is more important than your mother Ken Morse*

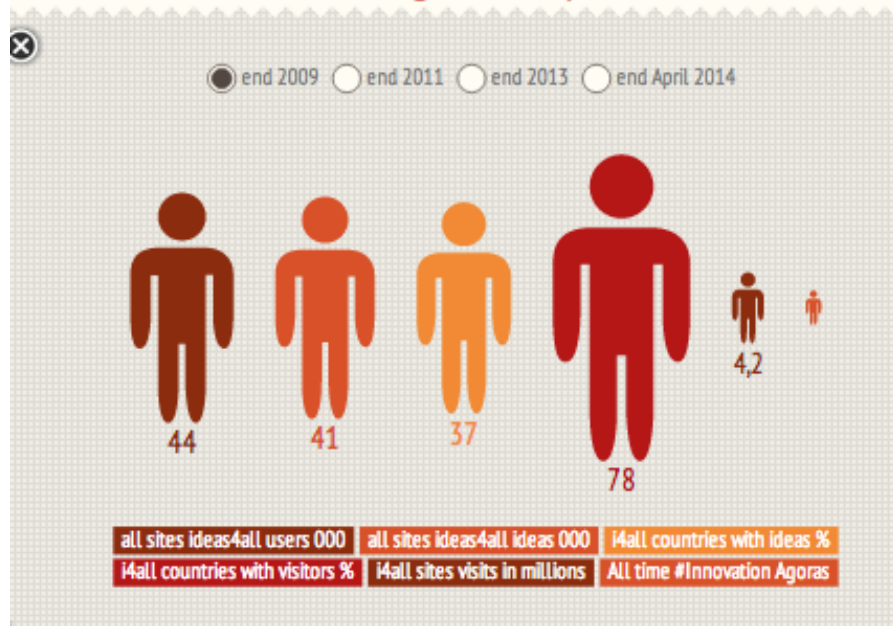


3- ideas4all Building the Global Brain through ideas and innovation

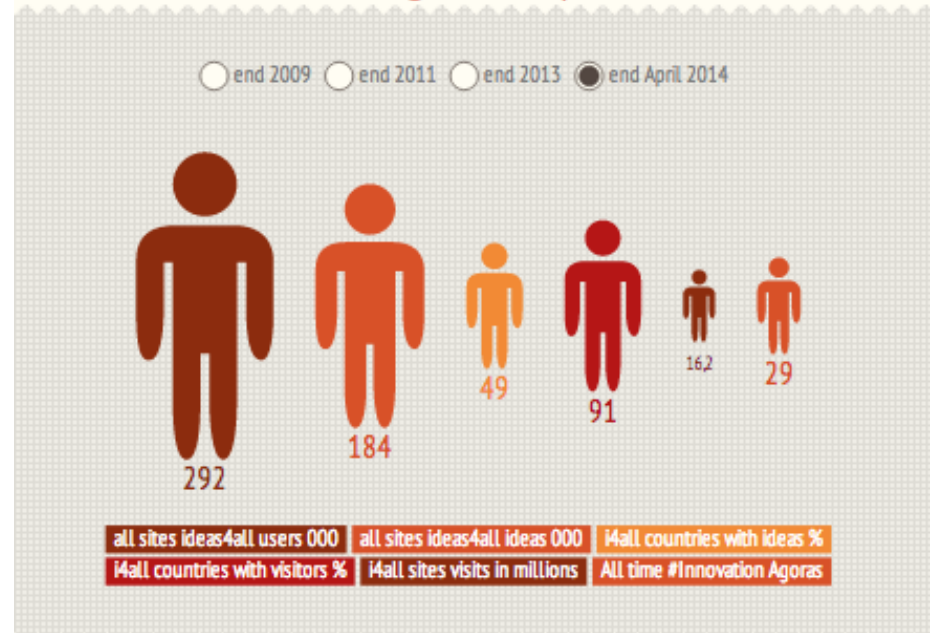


3- ideas4all Building the Global Brain through ideas and innovation

ideas4all ideas, users, visits, country penetration and all time Innovation Agora companies/institutions



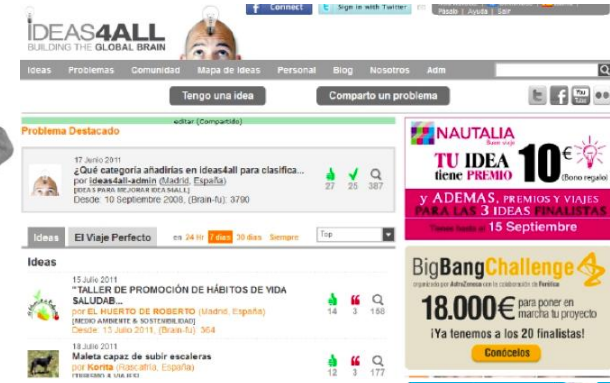
ideas4all ideas, users, visits, country penetration and all time Innovation Agora companies/institutions



Age of ideas4all since launch

05:10:06:16:38:22
years months days hours minutes seconds

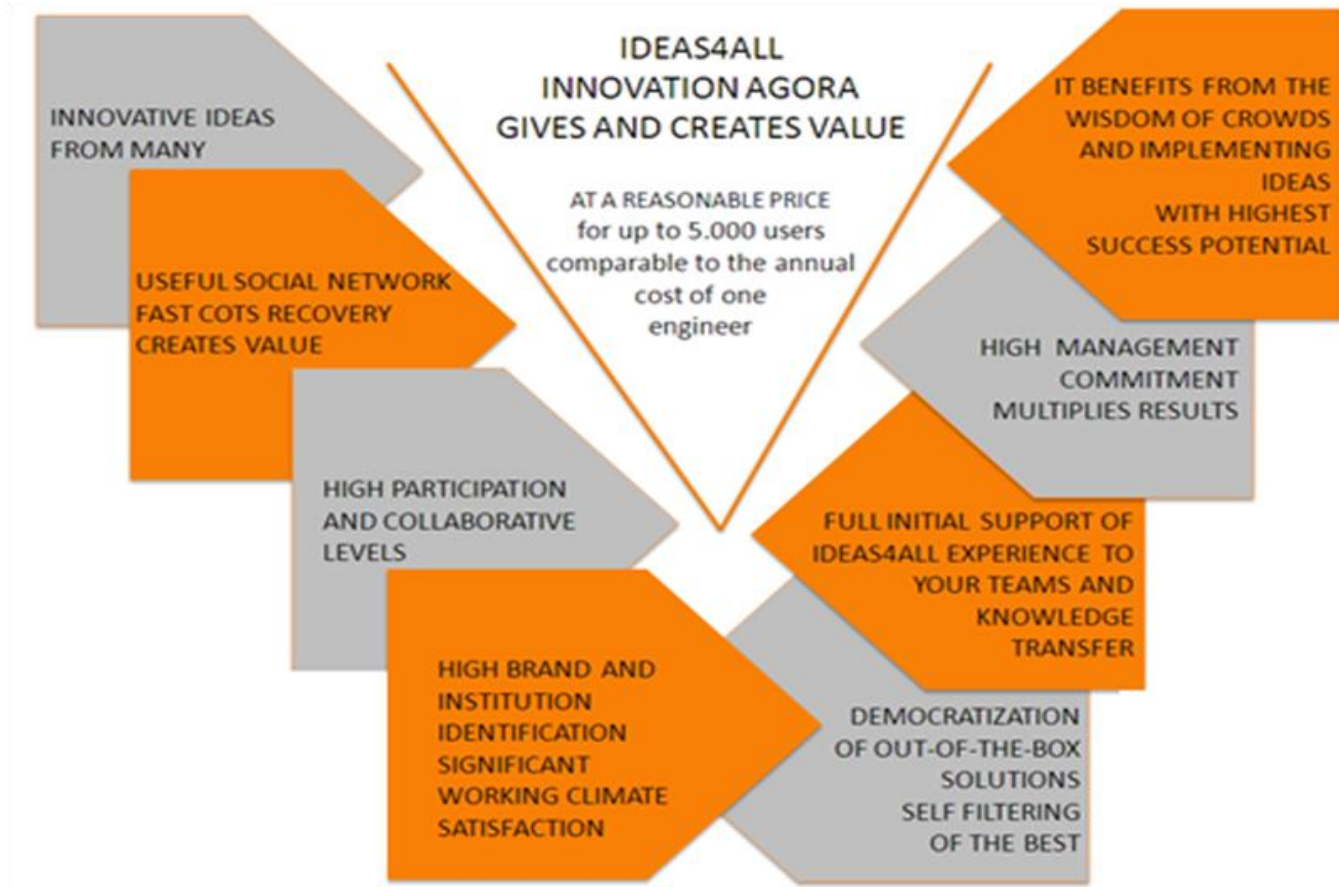
4- The start up experience



- 2007 Garage meetings and Market research
- 2008 July Launch
- 2009 ideas4all Innovation Agora. SAAS 1st customer Banc Sabadell.
- FICOD Visit Silicon Valley award
- 2010 Largest Capital injection. BBVA Open-talent Finalist
- 2011 Investor coming from Twitter. Big Bang Challenge entrepreneurs awards
- 2012 Top ideas4all. sharing relevant ideas with companies
- 2012 Social Project Big Bang Challenge
- 2013 First innovation Agora for citizens participation. Santander City Brain
- 2013 Proving it works for all markets/company areas. Internet users award
- 2014 Preparing Internationalization

4- The start up experience

Ideas4all Innovation Agora SAAS in the Cloud
Promotes Innovation in your Corporate/Institutional DNA



4- The start up experience

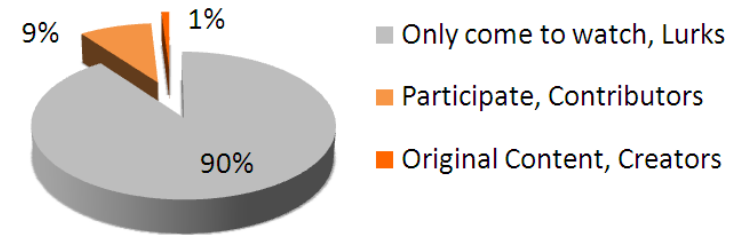
Ideas4all Innovation Agora SAAS in the Cloud

The engagement and participation experience

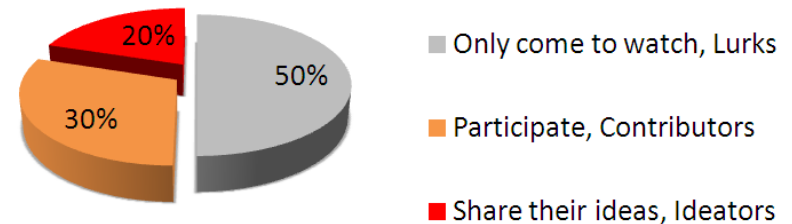
With ideas4all *Innovation Agora* we are breaking the internet participation law, formulated in (*) 2006 by Jakob Nielsen/ Ben McConnell y Jackie Huba and still in valid today: **90-9-1**: 90% only come to watch (Lurks), 9% participate occasionally (Vote, comment: Contributors) and only 1% contributes with original content (Creators).

In ideas4all *Innovation Agora* communities for company's employees/customers, from 10 to 25% contributes with ideas and up to 40% participates with comments and votes. ideas4all engagement law: **50-30-20**.

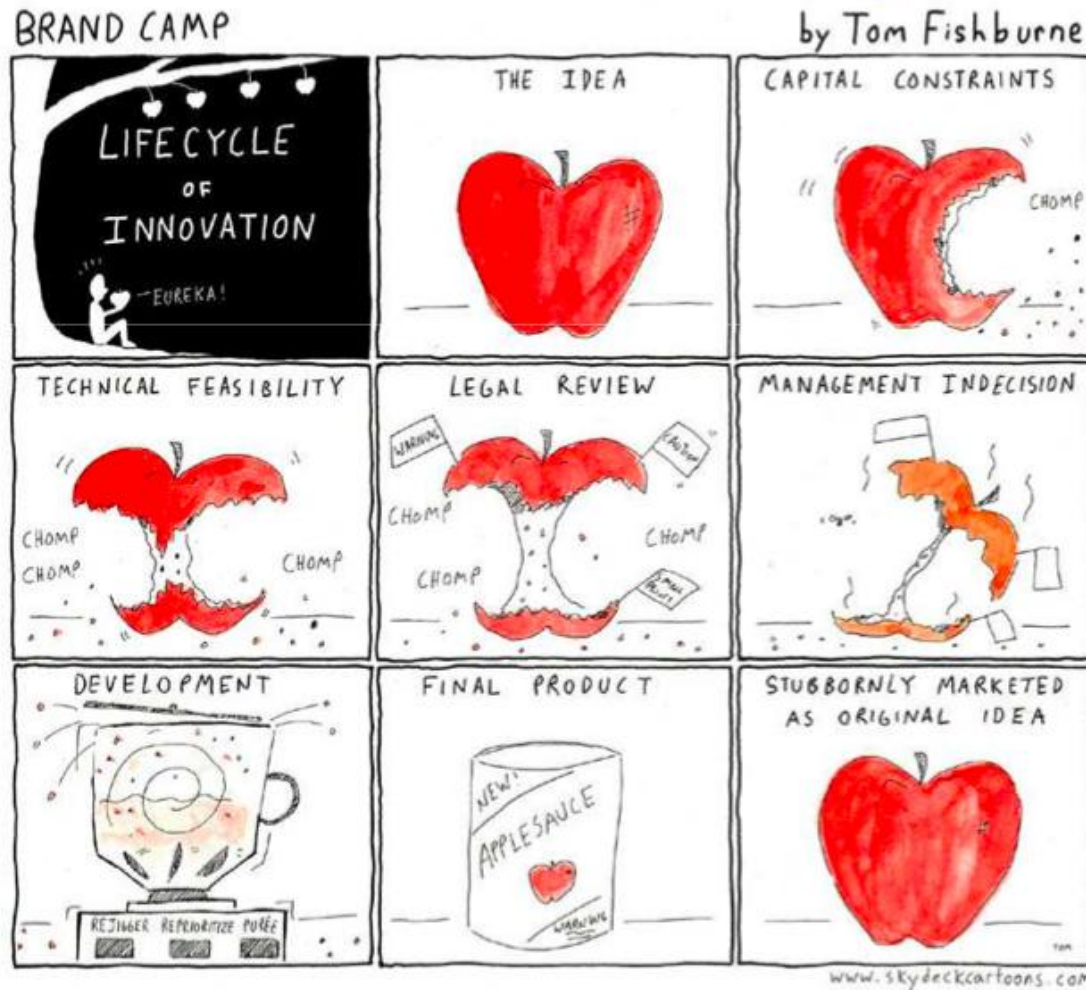
Internet Participative Law 90/9/1 *



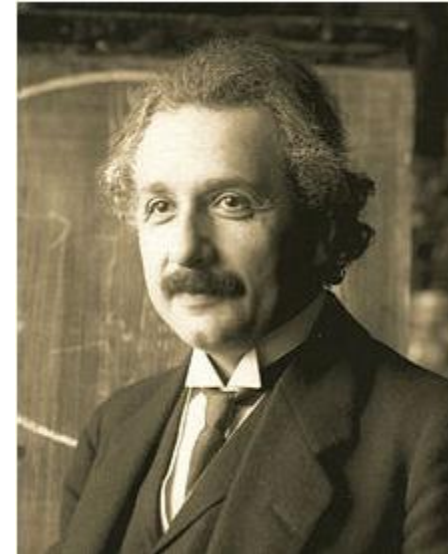
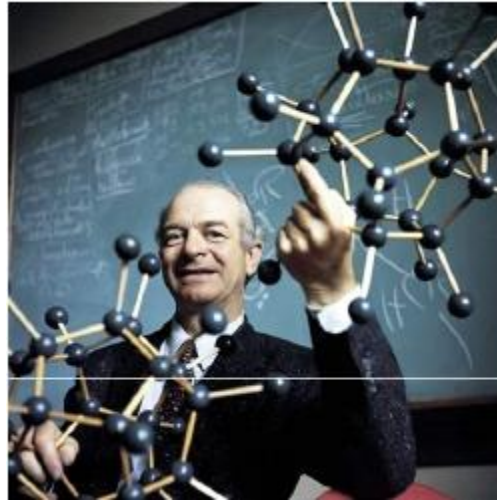
ideas4all Participation Experience 50/30/20



4- The start up experience



4- The start up experience



Linus Pauling y Albert Einstein both said:

“The best way to have a good idea is to have many ideas”

4- The start up experience

McKinsey & Company

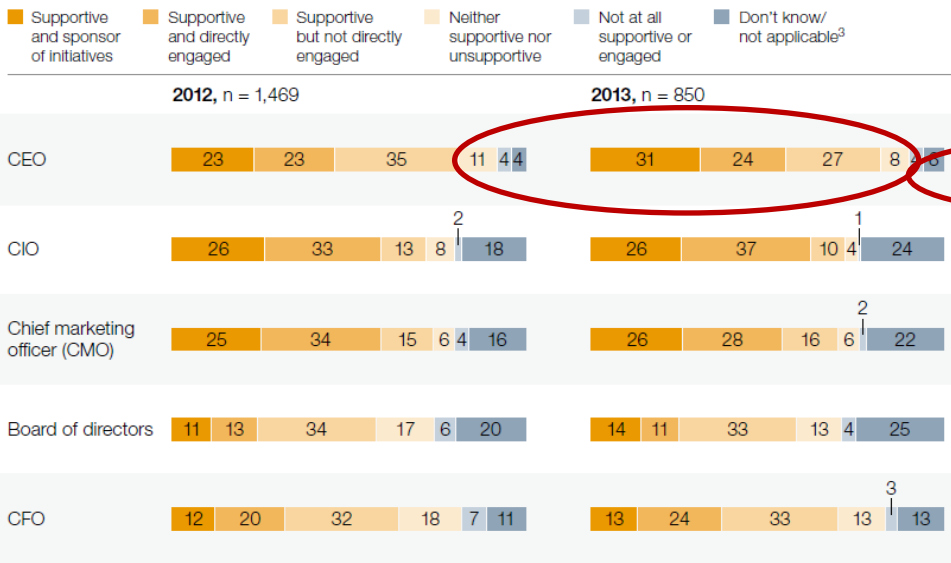
BUSINESS TECHNOLOGY OFFICE

Bullish on digital:

McKinsey Global Survey results

% of respondents¹

Level of support and involvement in digital-business initiatives, by role²



How companies are using social technologies

	Total, n = 3,103	Social networking, n = 1,728	Blogs, n = 1,322	Video sharing, n = 769	RSS, n = 642	Wikis, n = 809	Podcasts, n = 502	Micro-blogging, n = 654
Scanning external environment	75	40	29	11	14	9	8	13
Finding new ideas	73	36	29	11	10	12	7	13
Managing projects	55	19	12	11	5	17	4	5
Developing strategic plan	43	16	11	8	4	8	4	5
Allocating resources	30	10	5	4	3	4	2	2
Matching employees to tasks	29	11	4	4	2	5	2	3
Assessing employee performance	26	7	4	3	2	3	1	2
Determining compensation	20	6	4	2	1	2	1	1

*At the beginning it was more like preaching in the desert
We were too early in the market place
Today everybody talks about it
Is in the CEOs radar screen and agenda*

4- The start up experience

93%

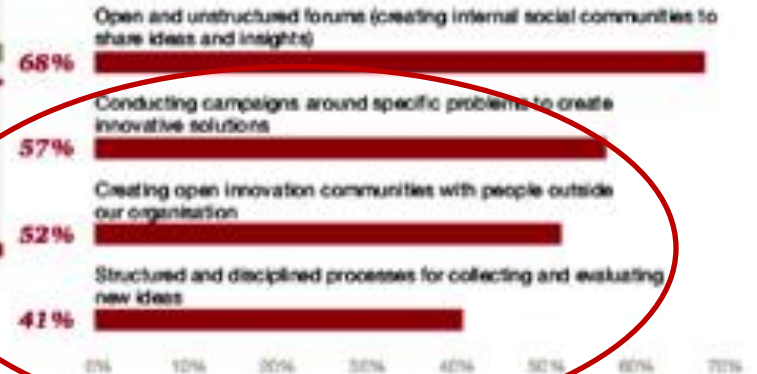
Ninety three percent of executives indicate that organic growth through innovation will drive the greater proportion of their revenue growth



Breakthrough innovation and growth

Figure 13: Companies are still learning how to use social media effectively to support innovation efforts; only four in ten are using it in structured and disciplined ways.

Does your company leverage social media to support innovation efforts in any of the following ways?



2013 PWC survey on Innovation
More and more demand of what ideas4all is

5- The wisdom of the crowds can change things and detect inventive talent

GLOBAL SHAPERS IN OPEN COMMUNITIES

24 Septiembre 2008
por **bradstrich**, Madrid, España, Desde: 28 Julio 2008, (Brain-fu): 981
(567) Transportar un millón de libros y material escolar a América Latina

Imaginé que los repartidores de telepizza volvieran de las casas de sus Clientes con libros y material escolar para, mediante donación completamente gratuita tanto de los Clientes como de la empresa, contribuyeran a la culturización de latino América.

'LIBROS PARA COLOMBIA'
Iberia, Ideas4all y Telepizza lanzan una campaña para donar libros de texto y lectura a niños de Colombia sin recursos que han caído en desuso y que se encuentran en buen estado.

Directorio - Libros Colombia - Buena Nota - Telepizza - Manuel López Aguilár
MADRID, 10 Ene. (EUROPA PRESS) -

Iberia, la red social ideas4all y Telepizza han lanzado el proyecto 'Libros para Colombia' con el objetivo de donar 70.000 libros de texto y de lectura a niños y adolescentes colombianos sin recursos económicos. La campaña, que comienza este martes y concluye el 10 de febrero, invita a los ciudadanos a que cedan libros que han caído en desuso y que se encuentran en buen estado.

'Libros para Colombia' nació, según informan las compañías, en la red social ideas4all, a partir de la sugerencia de un empleado de Telepizza, que consideraba que el regreso de los repartidores desde el lugar de entrega de un pedido era un recurso infrutilizado y que podía destinarse a un fin benéfico.

Expansión

De las pizzas a los libros

1 Telepizza ha comenzado, en algunas CCAA, a aprovechar el viaje de vuelta de sus repartidores para recoger libros de sus clientes para enviar a países del Tercer Mundo.

2 El Ayuntamiento de Logroño cambió la ubicación de una parada de autobús a petición de un ciudadano. Tras la experiencia, animó a todos a proponer otras medidas para la ciudad.

3 La self-entertainment optado a una red social que con el colabora concreto que apoya 'En la actualidad, se puede encontrar un millón de libros en Logroño.



Diferentes ONGs

ideas4allVideos 48 vídeos Suscribirse



http://www.youtube.com/watch?v=gDTqVXteUMw&feature=player_embedded



5- The wisdom of the crowds can change things and detect inventive talent

GLOBAL SHAPERS IN OPEN COMMUNITIES

Noticia de nuevo capital de US\$100.000 para ECOPUNTOS - Informe de facturas ECOPUNTOS Julio

Camilo Jimenez to Ana, me, Ana

Hola Ana,

Recibe un cordial saludo. Quiero contarles que hemos fortalecido el capital semilla del proyecto ECOPUNTOS gracias a US\$100.000 que hemos ganado en la convocatoria nacion "523 de Colciencias" en Colombia para proyectos de base tecnologica con alto impacto social. <http://goo.gl/RyWnp> <http://goo.gl/y0Jf> (pagina 4)

De todo corazón le agradezco a Ideas4all por tener esta iniciativa de apoyo al emprendimie Sin su apoyo no habriamos construido un prototipo y abierto tantas puertas como esta sucediendo en esta momento.

Big Bang Challenge

2ª Edición BBC Octubre 2010: ecopuntos.com



El British Council lo destacó como Climate Champion de Latinoamérica y el Caribe. A los 21 años fue ganador del premio europeo BIG BANG CHALLENGE 2010, al mejor negocio global con mayor impacto social. A los 22 años fue seleccionado por el Youth Service America y The HuffingtonPost, entre los 25 jóvenes más poderosos e influyentes en el mundo; y también ha sido seleccionado como miembro SHAPER por la comunidad de Global Shapers, del World Economic Forum.

Camilo Jiménez y Ecopuntos



http://yocreoencolombia.com/colombia/modelos/2012/camilo_jimenez_ecopuntos.html

5- The wisdom of the crowds can change things and detect inventive talent

GLOBAL SHAPERS IN COMPANIES AND CITIES



http://www.youtube.com/watch?feature=player_embedded&v=xUtXlzT2oiU




6- The innovation Agora for companies and Institutions



7- Women can contribute to reinvent themselves



re·in·vent  (rē'īn-vēnt')

tr.v. re·in·vent·ed, re·in·vent·ing, re·in·vents

1. To make over completely: *"She reinvented Indian cooking to fit a Western kitchen and a Western larder" (Irene Sax).*
2. To bring back into existence or use: *reinvented the concept of neighborliness.*

Idiom:

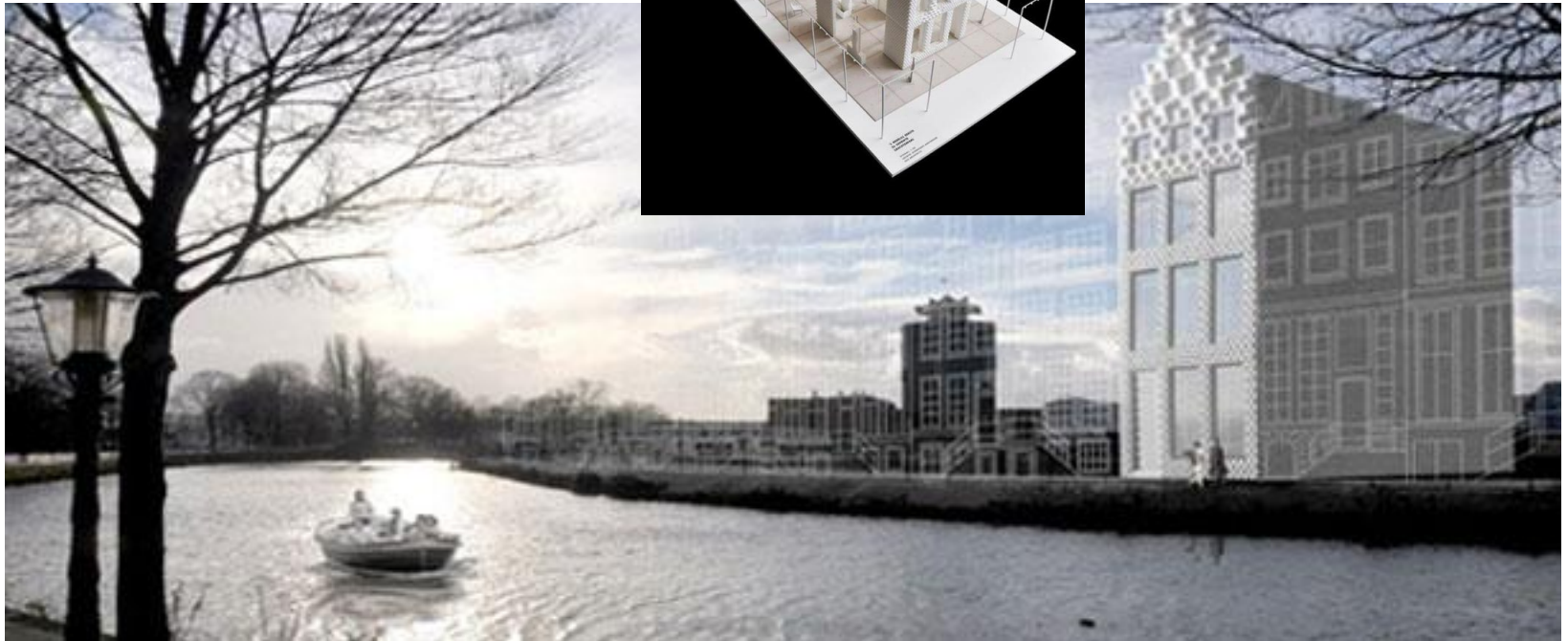
reinvent the wheel

1. To do something again, from the beginning, especially in a needless or inefficient effort: *"School districts need not reinvent the wheel every time they try to improve their schools" (Washington Post).*
2. To recast something familiar or old into a different form: *"Call it reinventing the wheel or recasting old ideas, but these contemporary versions have a spirit and style all their own" (New York Times).*

Reinventing yourself is finding your Element

7- Women can contribute to reinvent themselves

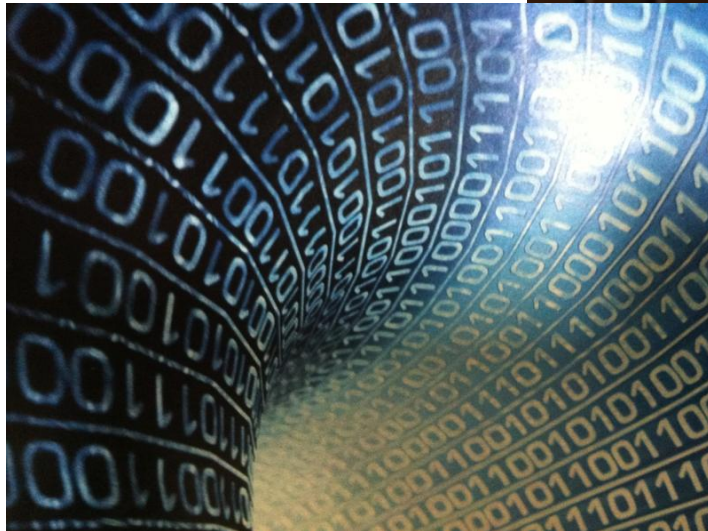
LIKE ARCHITECTURE 3D PRINTED HOUSES AMSTERDAM CANAL



<http://vimeo.com/87843940>

8- Digital Transformation tornado and Big Data an opportunity for women

THE DIGITAL TRANSFORMATION IS A TORNADO, AND WE NEED TO BE PREPARED FOR IT AS WELL, AS FOR THE BIG DATA REVOLUTION I BELIEVE IT IS A GREAT OPPORTUNITY FOR WOMEN



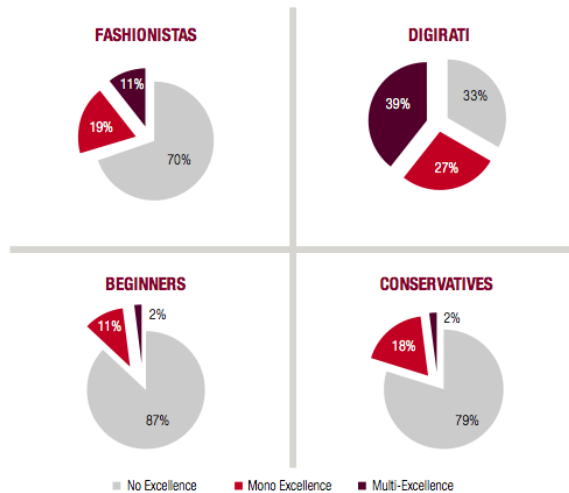
You haven't seen anything yet

<http://www.youtube.com/watch?v=AZ5ePL36BbU>

8- Digital Transformation tornado and Big Data an opportunity for women

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Figure 7. Focus on Excellence

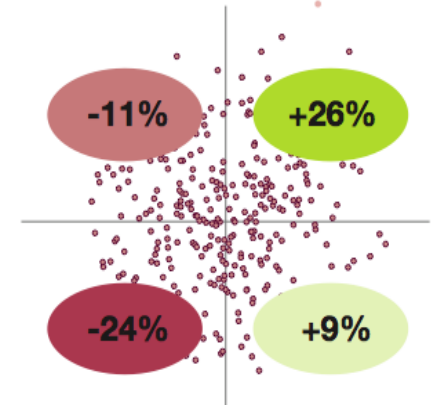


PROFITABILITY

Companies with stronger transformation management intensity are more profitable

Basket of indicators:

- EBIT Margin
- Net Profit Margin



**THE % OF EXCELLENCE IN THE DIFFERENT VECTORS OF DIGITAL TRANSFORMATION CUSTOMER EXPERIENCE, SOCIAL MEDIA, MOBILES, CUSTOMER ANALYTICS, DIGITALIZATION AND INTERNAL COLLABORATION TO CREATE PRODUCTS/SERVICES THAT DO NOT EXIST. .
MC AFEE AND CAP GEMINI MIT**

8- Digital Transformation tornado and Big Data an opportunity for women



We have entered a new world driven by data

1.8 trillion
gigabytes of data exist in
our digital world

In 2011, time spent on social
media sites
surpassed
portals such as Google



Hyper-Digitization



Mobile Revolution

50bn smart devices in
our homes, appliances,
cars – all integrated and
connected by 2020

One trillion
connected objects today –
cars, appliances, camera,
roadways, pipeline

5.4X
more likely that top
performers use analytics



Power of Analytics

2 April 2013 Guide Executive Club

**THE GREAT CHANGE IN THE COST OF STORAGE OF A GIGABYTE
20 YEARS AGO \$1.000 TODAY \$ 0,6 AND CONTINUES TO GO DOWN**

8- Digital Transformation tornado and Big Data an opportunity for women

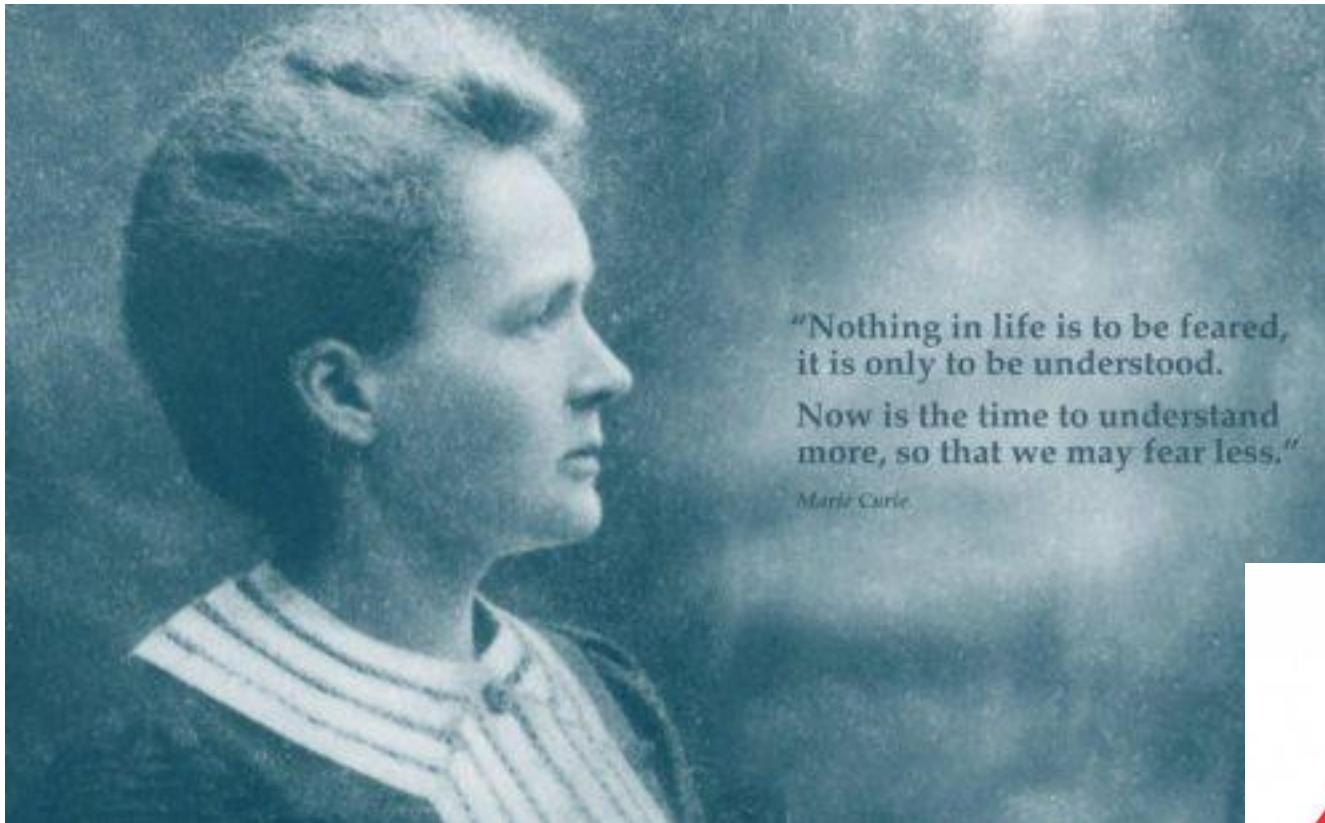
WOMEN CAN BE DIGIRATIS AND CONVERT THIER COMPANIES IN DIGIRATIS AS WELL, WE ARE BEST...

collaborators, sharers
interconnections
sensitive
listeners
makers
inspirational
visionaries
examples as role models
sustainable world
communication
objective focused
consumers/decision makers
peoples development, finding their element
guardians of innovation budgets
diversity promoters
digital



8- Digital Transformation tornado and Big Data an opportunity for women

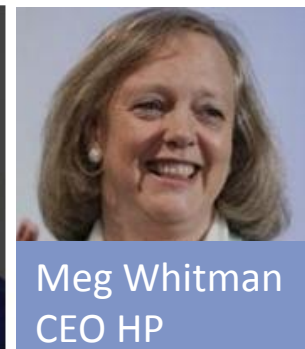
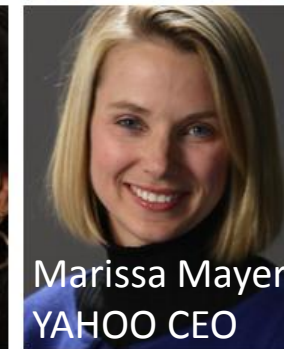
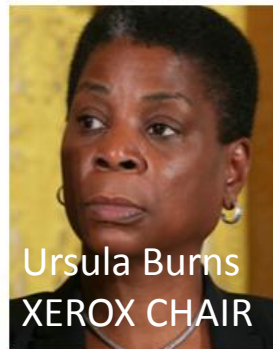
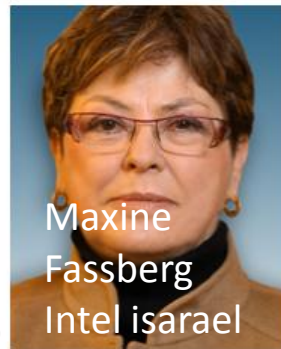
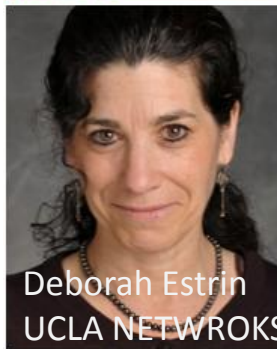
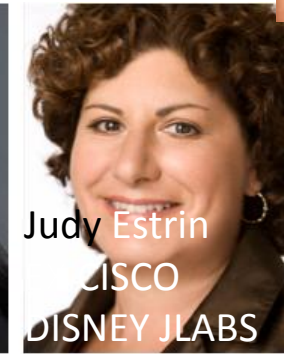
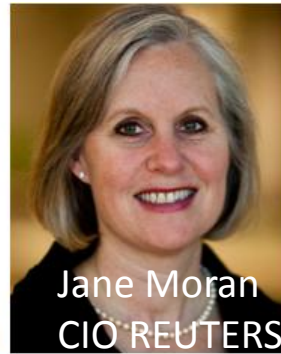
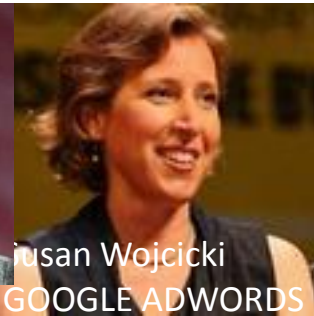
Marie Curie, twice Nobel Prize



8- Digital Transformation tornado and Big Data an opportunity for women

**WE WOULD BE SURPRISED TO SEE
HOW MANY WOMEN ALREADY ARE LEADING
THE TECHNOLOGICAL COMPANIES**

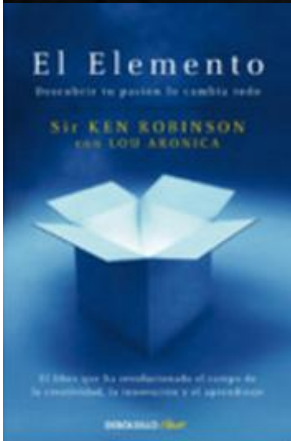
WE ARE PREPARED WITH LOTS OF IDEAS



Produced by Heidi Mackay, CHN and Sara Haas and Esther Magallon for CHN

9- Dreams can become real when you find your element with passion

SIR KEN ROBINSON



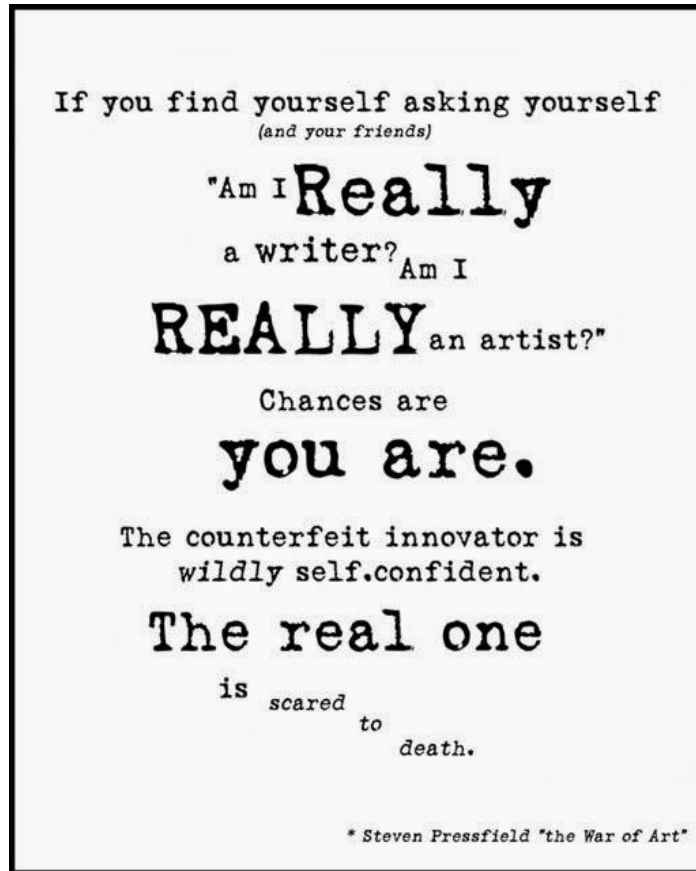
Everybody is born with extraordinary capacities.
We all have ideas,
and are intelligent in one manner or other

we just have to find **that magical point**
where our **natural talents**
meet our **personal passion**

Most of us do not set ambitious goals and fail , we just set low goals and succeed. But We should not settle for less if you are not in that magical point reinvent yourself

to be happy on our jobs has more to **do with whom we are and what moves our passion** than with the kind of work and projects

9- Dreams can become real when you find your element with passion



Gary Becker Nobel Prize

"Companies that do not include women will not be able to grow and progress ... competition will win over discrimination, we will see egalitarian companies"

**WE STILL HAVE NOT CHANGED THE WORLD BUT WE WILL
WE CAN BE ANYTHING WE WANT TO BE WITH IDEAS**

ideas4all, Bringing an idea to the market place

*We cannot sleep we need to take action now and ideate innovate
contribute and reinvent ourselves if necessary*



*Meunier tu dors
Ton moulin va trop vite
Meunier tu dors
Ton moulin va trop fort*

Nelson Mandela , Nobel Prize

*Everything seems impossible
until you make it*



ideas4all thanks your attention

further information on ideas4all Innovatuion Agota

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ideas4all, Bringing an idea to the market place

1. Starting what you thought was needed
2. Ideas4all social network, an ideas democratization process
3. Ideas4all Building the Global Brain through ideas and innovation
4. The start up experience
5. The wisdom of the crowds can change things and detect inventive talent
6. The innovation Agora for companies and Institutions
7. Women can contribute to reinvent themselves
8. Digital Transformation tornado and Big Data an opportunity for women
9. Dreams can become real when you find your element with passion



Doctor Ana María Llopis, founder of ideas4all



Ana Maria has a PhD from the University of California Berkeley in Materials Sciences Engineering, and a long professional background, among others has been the creator of Openbank, the online bank of Grupo Santander. Currently she is Non Executive Chairman in Grupo DIA, Chairman of the Ibero American Art Foundation JFLLOPIS. Ana María has received **recognition and awards such as the International Internet Day by the Spanish Users association in 2013 for all her trajectory, International Women's Forum 'Women who make a difference' Award 2007, in Chicago**. Manager of the IWF Leadership Program 2007-2013, she was also **mentioned by The Times as one of the 100 most influential executives in the UK**. She won the Financial Executive of the year Award in 1995 for her work as OpenBank's founder and CEO and the Institut Català de la Dona Award in 1997, as well as Entrepreneur of the Year 2001. She has been selected as one of the Top100 Women Leaders in Spain in 2011, 12 and 13. She recently received (March 2013) the Madrid Community Star women's award in recognition of her long standing contribution helping women in Business top