Modern innovation process

The responsibility for evaluating and choosing ideas in the Mydea process is handed over to the “crowd” of employees, partners, or customers. Users of Mydea evaluate the suggested ideas and decide which of them to implement in projects. Select teams get together to draft the projects, while the crowd promotes the progress of the projects by means of a virtual currency. The management makes decisions on the ideas and projects from a strategic point of view. The Mydea process is designed to be transparent from the time the ideas are generated until they are implemented, thereby promoting employee participation.

Challenges as incentive

Using challenges, the management can steer the innovation process towards specific areas. To this end, users are expressly asked for ideas on concrete business problems.

Every idea counts

Suggestions can be made, viewed, and discussed by all employees. Developing ideas together is intended to turn individual employees’ flashes of inspiration into innovation projects of high value. Incentives for every idea and every comment encourage users to take an active part in the program.
Crowdfunding
Deciding on the implementation of the ideas is put on a broad base of users through crowdfunding. This gives all employees a chance to actively help shape the growth of the company through clever financing, since they are rewarded for successful projects.

Gamification
Integrated gaming mechanisms, such as rankings, levels, badges, and points enhance users’ motivation and participation throughout the entire Mydea process. Group dynamics arising from the natural play instinct and competitive behavior entice employees to participate.

Incentivization
Each user receives an account with a starting balance in a virtual currency. This balance can be invested in innovation projects, with the company promising to invest the same amount in real currency in the project if the funding is successful. If a promoted project is successful, the users get a return on their investment. Based on the virtual currency, the company can compile an incentive catalog from which employees can then choose a reward proportionate to the return on their investment.

Office 365 & SharePoint
Mydea is available in the cloud through Office 365, as well as on-premise. Since the app is SharePoint-based, other Microsoft applications can be easily linked with Mydea, such as MS Project, MS Teams, among others. SharePoint’s modular concept – in its standard configuration – makes it possible to adapt Mydea to the needs of your company.

Responsive Design
Mydea is fully functional in all popular web browsers without any restrictions. Also, the app’s layout automatically adapts itself to all screen sizes, so users can access it through desktops, tablets and smartphones.