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OmniNews

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# How crowdsourcing has become an ally of the International Violin Festival

*ViolinFest is the new client of OmniGrade*



*November 19, 2015 Universal crowdsourcing agency OmniGrade announced the beginning of cooperation with the International Violin Festival ViolinFest - the first festival of the academic music having no temporal or geographical limits and designed for the modern man. This is the second specialized violin festival in the world, after the London LSO International violin festival.*

The first season of the festival was opened November 18, 2015 by the concert of the winner of twelve international competitions Marianna Vasilyeva with the program of the 24 Caprices by Paganini. Her performance was preceded by the famous Russian film and TV actor Sergey Garmash, who read the memoirs of Heinrich Heine, written by the poet in prose, inspired by the concert of Niccolo Paganini.



In the future, the audience will have a lot of exciting and interesting events.

A set of crowdsourcing services provided by the Agency OmniGrade for the Festival includes the organization and moderation of public discussion of the most significant issues in the development of the festival, to which all interested music fans from different countries will be invited. The questions will have both creative and marketing, and business character, and their solutions will help to promote prosperity, growth of authority,

fame and popularity of the festival. Discussions will take place on the web-portal of the Agency at the address [omni-v.com/violinfest](http://omni-v.com/violinfest). The nearest plans of partners include crowdfunding support of the festival, for this purpose we will create the Society of ViolinFest Friends.

Head of the Foundation of music education support, which is one of the festival organizers, Vyacheslav Zilberbord said: "We are looking for the new ways to meet the needs of lovers of violin music worldwide and to introduce it to new fans to make our festival one of the key international cultural events. And since this often requires innovative solutions, we decided to use such an innovative tool as crowdsourcing in the professional performance of Agency OmniGrade."

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*You can see the vision and take part in the discussion at [omni-v.com/violinfest](http://omni-v.com/violinfest)*

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In the near future we plan to conduct interviews with the heads of the festival on any questions regarding the festival received from our experts. We also invite you to ask questions. Please send them to our moderator Smarty at [smarty@omnigrade.com](mailto:smarty@omnigrade.com).

# The origins of OmniFunding: the Society of ViolinFest friends

*ViolinFest is a special client for us. First of all, because it has the potential to become the major cultural event for all mankind. And secondly, because it is here we begin to provide our clients with crowdfunding services (of course, called OmniFunding according to our tradition).*



How will it look like? To answer this question, we need a small digression. Crowdfunding involves the collective and voluntary contribution of money to support a project, activity, company or organization. There are four types of crowdfunding: in the form of charitable donations, in exchange for rewards or privileges, in exchange for shares or a stake in the business and the debt (credit) basis.



What we try to implement together with ViolinFest, is closer to the second option. We are

going to establish the Society of ViolinFest friends, whose members share the concept of the festival and inspired by it, want to be part of a larger team, allowing to develop the festival and to be ready to support the development by annual cash contributions and, of course, receiving special privileges, valuable for Society members. What are the privileges? We believe they will include the testimony of a member of the society, free concert tickets, invitations to exclusive events with the participation of outstanding musicians, privileges from partners of the Festival, priority access to the most important and interesting news of the festival and much more. We expect to establish different categories of membership in the Society, to make it feasible for all cultural interested people, regardless of their capabilities.

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*We are going to establish the Society of Friends of the International Violin Festival, whose members share the concept of the festival and inspired by it*

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In the nearest future we will publish the Rules of Society and open the registration of the members, so stay tuned. If you want to express your interest in joining the Society now, ask questions or share your thoughts and suggestions, please contact us, please, at [omnivision@omnigrade.com](mailto:omnivision@omnigrade.com).



# New posts in the FutureBlog

From football to crowdsourcing in business, sports, culture and life



According to various estimates, from 1.6 to 3.6 billion people on Earth are football fans. The range of data is large, but the fact remains indisputable: a significant part of the population is interested in strange game in which 22 people in t-shirts and shorts roll a small round ball during an hour and a half... And they are not just interested – they spend time watching matches, discussing them with friends, spend money for tickets, buy souvenirs with symbols of their favorite club. Moreover, many fans spend time thinking about what needs to be changed in the favorite team to start winning (or win more often, more confident, with an overwhelming advantage): maybe to fire the coach? Maybe to buy a new forward? Maybe to open a farm club? No matter that almost nobody uses the results of the fans' thoughts (or their numerous discussions on various Internet forums), they are still trying to seek the best solutions for their favorite team.

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*Is it possible to create company's fan club?*

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What causes so many people to spend nerves, time and energy for the favorite team?

The full text of the post can be found at <http://omni-v.com/en/blog/posts/25>.

Agricultural crowdsourcing



The most common area of applying crowdsourcing is the solution of intellectual problems. It includes open source software development, creation of knowledge bases such as Wikipedia, development of creative marketing campaigns, as well as assistance in business development, practiced by OmniVision experts in the framework of OmniSourcing.

But it turns out that the scope of crowdsourcing is not limited only to intellectual tasks. The Russian company "State Farm named after Lenin" has already proved it, using crowdsourcing for agriculture.

The full text of the post about crowdsourcing in agriculture can be found in the FutureBlog at: <http://omni-v.com/en/blog/posts/24>.

Your posts in the FutureBlog

In conclusion, we note that any member of OmniVision expert community have a great opportunity to publish a post in the FutureBlog. We will be glad to see your thoughts on any topic related to crowdsourcing and the future.

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*Everyone welcome to post in the Blog of Future*

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Recall that in order to become an OmniVision expert, you must register on omni-v.com and point "gaining the title of the expert" as one of the goals.

# Crowdsourcing News

## Analysts use crowdsourcing for risk assessment in real time



The British company Intelligence Fusion announced the launch of the service that helps in the analysis of data on Iraq and Syria. The company's analysts conclude that the use of local surveys is very important for making correct decisions, it was therefore decided to resort to crowdsourcing.

The resource is scheduled to open for subscribers this year. At the moment, users have already collected a lot of data, including photos and videos, on the basis of which it is possible to assess the risks of business decisions. The company uses the social platform Ambix, allowing the development of simple interactive tools.

Representatives of the Intelligence Fusion note that no other platform, which would gather that much information, currently exists. The fact is that large data volumes involve difficulty with analytics, but the use of crowdsourcing helps to process and analyze the collected data. In the future, the company expects to supply a lot of detailed information that allows to make the right decisions.

## Vigillo uses crowdsourcing to determine the originators of road accidents



One of the most controversial moments of the compliance program (CSA) for commercial vehicles is the crash indicator BASIC. Last year the company Vigillo has decided to use company's resources to help in solving problems with the CSA.

The company CEO Steve Brian is a fan of crowdsourcing model Uber that connects passengers and drivers through a mobile application. Vigillo applied the same model, having created a network, which includes representatives of the law. Their task became to view accident reports in the spare time.

The police will be analyzing the traffic accidents for money.

Carriers can download information about the accident (video or photo) on the resource Vigillo. The cost of studying road accidents is \$ 200. The money is divided between the two police officers, studying each case. If two police officers are unable to come to a definite conclusion, the verdict shall be made by the third expert.

Crowdsourcing will help in creating a photo encyclopedia of rock'n'roll



Next week, December 1st, the Smithsonian institution will launch a crowdsourcing resource, dedicated to the theme of rock 'n' roll. In 2017 it is planned to produce a book which will record all collected artifacts.

In this regard, the members of the Institute offer everyone to share the unique rock 'n' roll photos. Perhaps you can find rare photos of Jimi Hendrix or tickets to the first concerts of Patti Smith. The Institute will be grateful for photographs taken at concerts in clubs or at music festivals.

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*Everyone can contribute to the creation of the encyclopedia of rock 'n' roll.*

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In addition, the authors of the crowdsourcing project are planning to introduce visitors to a specially created site with interesting photos. The team managers, professional photographers, anyone who can tell interesting stories and contribute to the annals of the world history of rock 'n' roll are also invited for cooperation.

Crowdsourcing will help the European agency for food safety



The European Agency for food safety EFSA has invited the representatives of the British crowdsourcing platform InnoCentre to its annual scientific conference.

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*Crowdsourcing is used to evaluate the risks associated with food*

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The heads of the Agency say that in the future they plan to use the opportunities provided by the crowdsourcing community to assess the risks associated with food. So far EFSA has no clear work plan, so it is planned to start with a small pilot project and then gradually build up.

InnoCentre representatives said that at present, almost all large pharmaceutical companies use the services of their platform. The issues resolved in joint projects ranged from relatively simple market research to quite complex technological and technical problems. Among the clients of the crowdsourcing platform there are NASA, Procter & Gamble, as well as a number of U.S. government agencies.

Source: *the-crowd.ru*

# News of the reward program for experts

*One of the most important components of OmniSourcing is the expert community. We remember it and try to support our experts as much as possible. That is why we created and are constantly improving reward program for experts. Today the story will focus on two new lots appeared recently in OmniStore, where our experts can exchange accumulated OmniCoins for interesting and often exclusive products and services.*

## Two tickets to any concert of the ViolinFest



The first of the new lots are two tickets to any concert, held in the framework of the international violin festival ViolinFest. We wrote in detail about the festival in the article "How crowdsourcing has become an ally of the International Violin Festival", which opens this release of OmniNews. Here we emphasize that the festival hosts many concerts at different times, in different places and with different performers, and the uniqueness of the lot is the possibility of choosing the concert, which fully reflects the taste, geographic and temporal preferences of the future visitor. The lot page in OmniStore is: <http://omni-v.com/en/omnystore/storeitems/18>.

## Training "Effective Manager" with Roman Dusenko

The second and newest lot in OmniStore at the moment is an opportunity to take part in the training "Effective Manager", held by Roman Dusenko – business practitioner, banker and entrepreneur. Roman managed the merger of Russian banks to international financial holdings,

he is a professional in corporate, project, operation management, as well as in HR.

Comprehensive and holistic program allows students to gain knowledge and to learn from practical experience in all major aspects of the business.



Detailed information about the lot can be found in OmniStore: <http://omni-v.com/en/omnystore/storeitems/19>.

## The first honored experts

We are very pleased to congratulate Olga Bleykhman and Tatiana Peresyphkina with obtaining the reputable titles of honored experts! Recall that the honored experts will receive additional privileges: personalized certificate of honored expert, personal business card and others. The full list can be found at: [http://omni-v.com/en/pages/expert\\_status](http://omni-v.com/en/pages/expert_status). At the same time, of course, there is the possibility to spend a significant amount of OmniCoins accumulated for qualification in OmniStore.



# "Steps" will help to understand better and to feel the important events of OmniClient



One of the main objectives of OmniSourcing is to create a pool of supporters and fans of the client who will be involved in its life, will empathize and help to grow and develop. The solution to this problem is impossible without the continuous notification of interested people about the various events in the life of the company and its achievements. Therefore, both for the client and for the operator of OmniSourcing it is very important to provide such information.

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*Step is the news of the company,  
applying OmniSourcing on the  
way to achieving its vision*

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For this purpose the platform OmniVision uses the functionality of steps. Each step is a separate article describing the events, developments and achievements made by the company towards its vision of the future. The steps not only inform about the news, but also provide insights of its spirit, and track the progress of the program towards the strategic vision, as well as play an important marketing role. Recently we have made

significant improvements to the functionality of steps aimed at improving information.

We started with making the steps more visible – now they are always visible on the Vision page, where they have a special place. It was decided to reduce the size of the text of the step on the Vision page to small, only giving an idea of the step so that 'long' steps would not much stretch the Vision page. Next, we implemented the possibility to view a full step on a separate page, and added the possibility to accompany text by images and videos that can significantly improve perception of the information by readers. Also now everyone can support any step and express their thoughts in comments to this step.



In addition, we have implemented sending of notification messages about new steps to the subscribers of the vision, which by default are all users supported it.

We believe that the implemented improvements, coupled with a tight work together with clients on regular creation of steps will significantly increase both the number of supporters and fans, and their involvement in the support and development of companies, organizations and projects of clients.

# New on the website omni-v.com



*needs of our experts increasing with the development of the business. In this article I will talk about the most significant improvements we have implemented.*

## Highlighting the most important issues

In the process of OmniSourcing discussions, especially if they last long enough, a lot of questions for discussion are created. Of course, they all have different value for the client. Sometimes it happens that the experts focus on discussing questions of not a high significance, while the most important questions gradually move down the list and are forgotten.



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*Key questions will help focusing  
on solving the most important  
tasks of the company*

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To solve this problem, we implemented the possibility to mark questions in the discussion as the most important. They are highlighted in the list of questions in a special way, attracting attention. This ensures their visibility for experts and helps to

*In order to ensure a high level of service for our clients and the pleasure of participating of experts in their life, we are constantly working on improvement and development of our website, the crowdsourcing platform omni-v.com. The period elapsed since the release of the second issue of OmniNews was no exception. We have implemented a lot of small and major improvements, corrected a significant number of bugs found by us and our users, worked on the performance and decided what else needs to be done to make our platform consistent with the*

maintain the intensity of the discussion. Our moderator Smarty also pays more attention to such issues, activating and directing the discussion.

As we have already noted, highlighting the most important issues works well, allowing us to hold the attention of experts – friends and supporters of our clients' companies, on the most important topics.

## Informing those who supported the vision

Now every user who has expressed support for the vision will get a thank you letter with an explanation of his capacity to participate in the life of the supported organization, company or project. In addition, supporters will automatically get a subscription to the vision and receive notifications of various related activities, such as publishing steps, updates and other discussions.

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*Information plays a key role in  
engaging interested people in the  
life of the company*

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In addition, the authors of the vision now receive notifications of new supporters and their quantity. Such information would allow the authors of the vision to keep track of its popularity better as well as to organize closer interaction with the people interested in the company.



We hope that the people showed interest and possibly inspired by the vision will become active assistants to the authors of the visions and together with them will lead companies, organizations and projects to success defined in their visions.

### Smart hierarchy of comments in the discussions

In order to improve navigation in the discussions we implemented a "smart" hierarchy of comments. The point is that for visualization of subordination not all comments are shifted, but only some of them, with the choice carried out by a special algorithm. Smart hierarchy allows on one hand to avoid excessive displacements of the comments, causing their narrowing and strong stretch of deep nesting levels, on the other hand a clear and understandable order will retain.

Implemented improvement will make participating in discussions more convenient and therefore

experts of OmniVision, the visions' authors and their colleagues will get more pleasure from communication within OmniSourcing.



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*The essence of "smart hierarchy" of comments is an unusual approach to its visualization*

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Moreover, in the near future we plan to improve the convenience of the discussions further and the next step will be the implementation of functionality of "folding" the read conversation chains in order to facilitate access to new comments. We plan to make this functionality optional, so that every participant could choose the most convenient way.

# The story about crowdsourcing that helped to save the Christmas

*One of OmniVision expert has shared with us an interesting story that happened to him a few years ago on the Christmas eve. Since the holiday is around the corner, we decided to share this story with you with his permission.*



It was Monday, December 24, Christmas eve. We sat peacefully in a cafe having breakfast before work. We gathered a group of old friends to see how things were going and to congratulate each other. Only John was not there, but he was always late. A few hours before the meeting, he wrote me a text message about delay for fifteen minutes, though, it was usual for him.

The easy talk lasted one hour, John did not come, and I began to worry a little bit and shared with the friends. Called him once, after a while, again and again, the answer was the same – "the subscriber is unavailable".

Now everyone became worried. Not only because John disappeared, we had another day of work and a lot of work on preparing celebration. "How are we going to solve it?", said Max, "What Christmas would it be, if you don't know whether your friend is all right? Let's look for him. I call the office. Alex, you call the neighbor. Pete checks the social networks."

After a few minutes we learned that, first of all, John didn't sleep at home. In the morning he was due to return from a business trip he went by car and immediately go to work. Frankly, I am surprised when people, not sleeping all night, can then work all day – I could not do like that, moreover John also agreed to meet with us instead

of taking a nap for an hour or two. What a friend, what a willpower! In his office we were told that they were waiting for him only by 11 o'clock, besides he had to bring important documents and samples of the brand new experimental products from a trip. What products we were, of course, refused to tell. In social network we found a message, dated 2 a.m.: "Good uncle Johncat brings you gifts!" It is important to note that we called John Johncat only in school, when without a beard and mustache because of a wide beaming smile on his happy face he looked like the Cheshire cat. It was clear that the message addressed to us, but how it linked to his disappearance still remained a mystery.

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*Crowdsourcing helped to obtain information on the likely location of the friend*

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The facts clearly lacked. We decided to use crowdsourcing and published in social media the post with photos of John beginning with the phrase "Help us find John!", in which in addition to a brief description of the situation and his data we asked to provide us with any information and to repost. We also sent similar messages to all your friends. Our little crowdsourcing campaign worked well, the number of reposts grew by leaps and bounds and in 20 minutes I received a message from a girl who worked at a gas station outside of town. She wrote that at 4 a.m. "nice but seemed a bit disoriented" man like John, stopped by to refuel. The car seemed to be his.

After another five minutes she wrote that the same car stayed near the wayside hotel next to the gas station. We learned the address and asking her to look after that car just in case, immediately went to the place.





Forty minutes later we were already on the spot, found the girl, and together with her went to the hotel, next to which the car was parked. We showed John's photo to the man at the reception and explained the situation. He commented: "it's funny, but I've just seen your post online and was wondering isn't it a man that checked in at night." Wasting no time, we went to the room.

I knocked. Nothing. I knocked again. Behind the door we could hear tentative steps, then it slowly opened and there was John on the doorstep. We were so happy, rushed to hug him, and did not notice the strange faraway look and some confusion right away. "A-a-a... Alex?", John asked me hesitantly. "Of course, Alex. Have you forgotten, man?" "I think I remember...", said John – "I forgot where I was going. I only remember that I had to go at night, I was tired and took the pills to improve concentration. Then found myself at this gas station, I do not understand why. Decided to stop for rest at the hotel. Well at least I remember my name. What are you doing here?"

We told John that he did not come to the meeting, and we started to look for him. The phone discharged, and he forgot not only to charge it, but

in general, that it existed. John recalled the story more and more. He said that the experimental product, for which he traveled, is, in fact, pills to increase concentration and attention. They are now being tested, and he participates in a focus group. Before that, the tool worked perfectly and without failures, and he really liked it. He even wanted to invite us to participate in the testing, and just about these "gifts" he wrote in the social network.

The John's memory recovered. We were happy that everything ended well. In addition, it appeared that John's country house was near that gas station. We decided that it was a sign, and agreed to celebrate Christmas there, all together. Besides, it turned out that Kate, the girl from the gas station, who told us about John, had no place to celebrate the holiday. We called her to join us and she agreed without hesitation. As it turned out later, she had a place for celebration, that's just "cute and a little disoriented man" she liked.



A year later John and Kate got married, forming a new wonderful family. That's how crowdsourcing has not only helped to save Christmas, but also marked the beginning of a new happy story.

## Conclusion

We are glad that you have read this release of OmniNews. We hope the reading was interesting and gave you pleasure. We will try to continue to provide you with fresh and interesting information.

If you have questions or suggestions for improving OmniNews, as well as proposals to publish your materials, please contact us at [public@omnigrade.com](mailto:public@omnigrade.com) and we will get back to you.

More information about the OmniVision and OmniSourcing you can get on the website [omni-v.com](http://omni-v.com).

We also invite you to subscribe to our regularly updated page in LinkedIn <http://www.linkedin.com/groups/OmniVision-Community-4479541>.

*Sincerely yours,  
OmniGrade Team*