

Universal
Crowdsourcing
agency OmniGrade

Guidebook



omnigrade.com

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What is this guidebook about?

About how crowdsourcing service of OmniGrade can help ambitious companies and organizations effectively move towards their strategic goals in any of the most difficult external circumstances and challenges.

We have tried to disclose honestly and in detail all the key points that are worth paying attention to when evaluating the possible role and potential of using crowdsourcing.



1. What are we doing?

genuine supporters

we create communities of supporters and voluntary experts (crowd) interested in helping extraordinary companies and projects with their intelligence, time and energy;

genius solutions

with the help of intelligence, time and energy of the crowd, we find extraordinary solutions to the most important and complicated business issues.

2. What are we aiming for?

To ensure that the maximum number of companies and organizations with ambitious and noble goals can achieve them despite any crises and difficulties due to non-standard breakthrough solutions;

To ensure that the maximum number of creative people who want to participate in interesting, exciting and ambitious projects can realize their desires, regardless of their place of residence and their current profession.

3. Brief general information about crowdsourcing

“Crowds are a hit. Millions of people, connected by the Internet, are contributing ideas and information to projects big and small. Crowdsourcing, as it called, is helping to solve tricky issues and providing localized information. And with the right knowledge, contributing to the crowd – and using its wisdom – is easier than ever”.

”

The New York Times

- Ideas and solutions (Crowd Intelligence) *
- Information and experience *
- time *
- useful contacts *
- emotional support *
- money (crowdfunding)

* provided by OmniGrade Agency technology

4. Examples that inspire us: Wikipedia

Created by volunteers from
around the world in 277
world languages

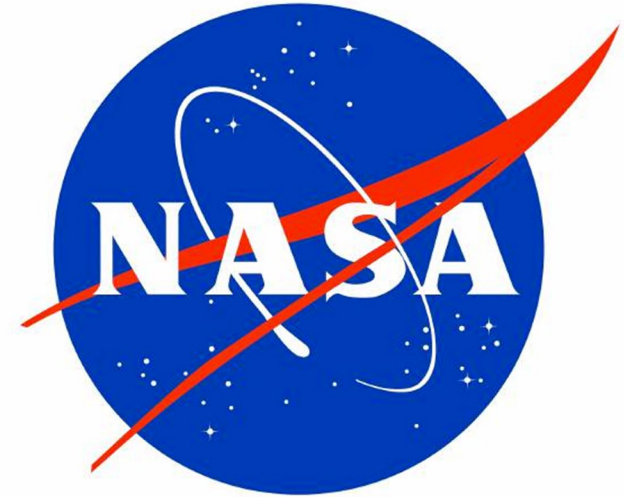
*"Wikipedia is a symbol of the era of interaction
in which we live, and it's not just a tool, but a
dream comes true, as old as the human intellect
and the collection of the library of Alexandria"*



WIKIPEDIA
The Free Encyclopedia

Through crowdsourcing NASA:

- discovered a multi-planet system;
- created tools for exploring the moon's surrounding system;
- as part of the Centennial Challenges program developed a number of space robots, CO2 conversion system, and many other solutions necessary for space exploration.



4. Examples that inspire us: Football

At least 1.6 bln people of the world are supporters of football clubs. Why do they spend their time and money for this strange game?



Because they are getting a chance to say one day:

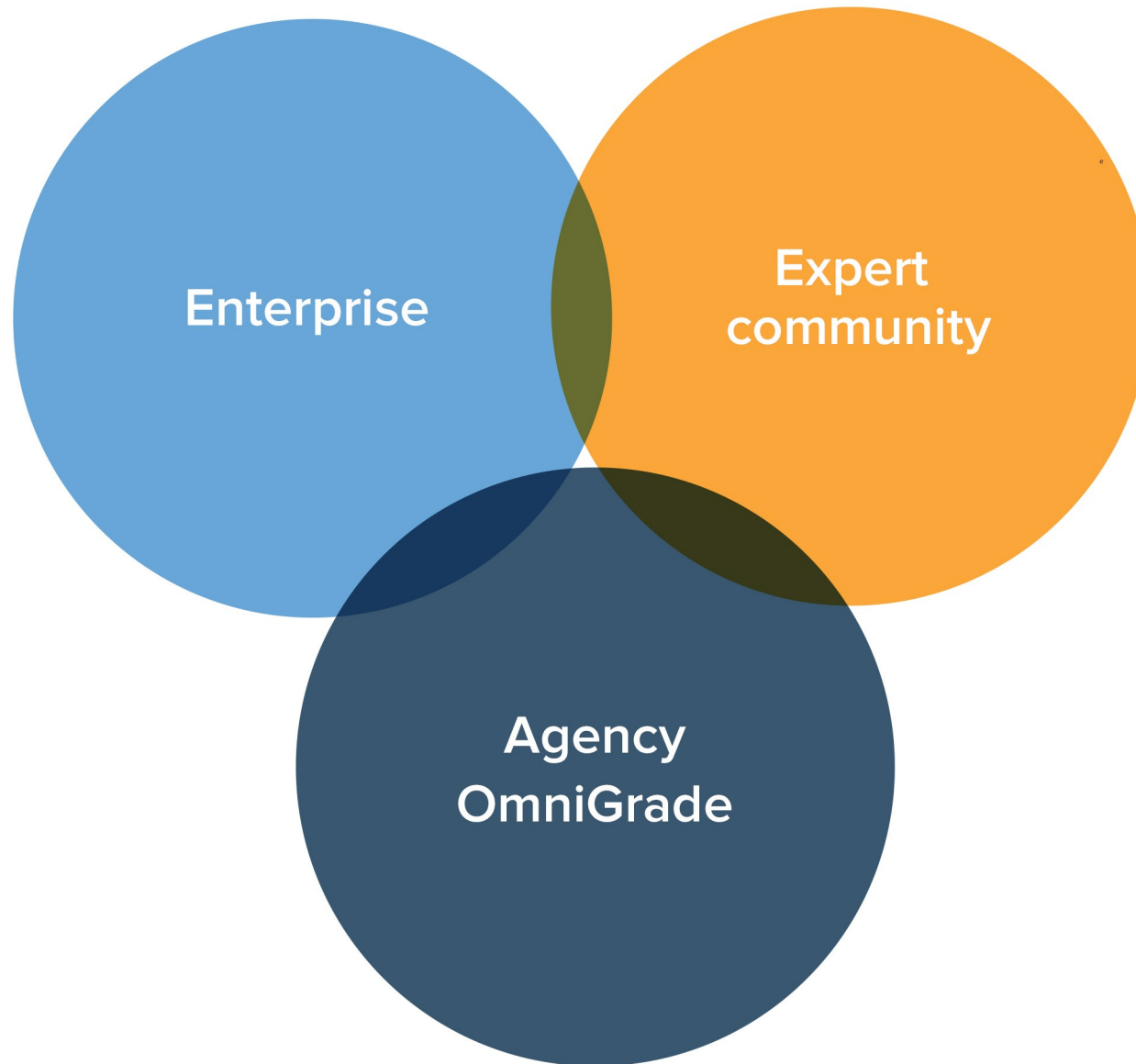
Today we won (together with Chelsea, Arsenal, Man United, Real Madrid, Bayern, etc.)

Crowdsourcing gives a chance to say one day:

Today we won together with a great company.

5. Participants of the crowdsourcing project:

10



6. Enterprises

6. For what enterprises crowdsourcing works most effectively?

1. with ambitious and noble strategic goals;
2. with potentially international (global) nature of activities;
3. with unique innovative technologies and /or business model or intentions to implement them;
4. with active interest in crowdsourcing



- ✓ How to expand to new markets?
- ✓ How to attract the attention of new customers or/and business partners?
- ✓ How to find new channels of monetization?
- ✓ How to minimize the risks?
- ✓ Another significant tasks



Curriculum Vitae

Creative, active, thoughtful and caring people of different professions and nationalities, helping at the expense of their time and intelligence to develop innovative companies with ambitious strategic goals – enterprises of the Universal crowdsourcing agency OmniGrade

Our expert community can effectively perform the functions of the company's collective **Creative Director**, as well as part of the functions of **the Strategy Director** and **the Marketing Director**

Russia, Ukraine, India, the United Kingdom, Germany, Latvia, Italy, Kazakhstan, USA, Belgium, Switzerland, China, Spain, Armenia, Israel, Moldova, Tanzania, Austria, France, Ireland, Greece, New Zealand, Portugal

The expert community is constantly expanding, facilitating the emergence of ambitious new companies interested in using crowdsourcing as a tool for their development

- ✓ Find extraordinary creative solutions to the most complicated, apparently impossible major business issues;
- ✓ Participate in the implementation of decisions taken;
- ✓ Develop new products;
- ✓ Find ways to enter new markets;

- ✓ Detect hidden risks;
- ✓ Help make a choice between different strategic alternatives for business development;
- ✓ Be with the company both in times of success and difficulty.

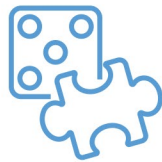
What attracts people to participate in the expert community



this is education



this is a job in an expanded team of
"companies of tomorrow"



this is a hobby



this is a tool for self-realization

8. OmniGrade Agency

Organizer and operator
of the crowdsourcing project

Preparatory Stage of the Project:

1

Interviews with owners, senior managers, if possible - with clients, business partners, etc.

2

Drafting and approval of:

1. vision of the company's future for 7-10 years ahead
2. history of development
3. initial list of issues for crowd

An ambitious vision, a fascinating history and complicated and interesting issues are the key conditions to attract motivated crowd.

The main stage of the project is divided into trimesters (periods of 4 months).*

At the end of each period, the client has the right to terminate the crowdsourcing project if the results obtained no longer meet his expectations.

* – 4 months - a period based on practical experience for which you can get the first significant solutions to the issues

At **the end of each period**, the project operator (OmniGrade Agency) presents a detailed report to the client, including:

- ✓ analysis of the most important crowd proposals from the crowd;
- ✓ suggestions for new issues for the crowd;
- ✓ suggestions for improving the effectiveness of the crowdsourcing project.

For each proposal the client needs to make one of the following decisions:

- ✓ to approve and proceed to developing the implementation plan and to the implementation (with the maximum possible participation of the crowd and/or OmniGrade Agency);
- ✓ reject the proposal (commenting on the reasons for the decision to the crowd);
- ✓ continue researching the proposal (for example, to get more powerful arguments in its favor).



Chief moderator – Hyrax Smarty *

* Hyraxes are furry animals the size of rabbits and are actually very close relatives of elephants.

Key objectives:

- to produce a relaxed atmosphere where the supporters and voluntary experts can share their creativity
- to guide the discussion of the tasks set in such a way as to come to the most creative and effective solutions.



Founder and President
– Mikhail Treyvish

- recognized professional in the international factoring industry; 20+ years of experience in successful factoring projects in Russia, Vietnam, India and other countries.
- the last three years - researcher and entrepreneur in the field of crowdsourcing.

1. Changes in the global labour market.

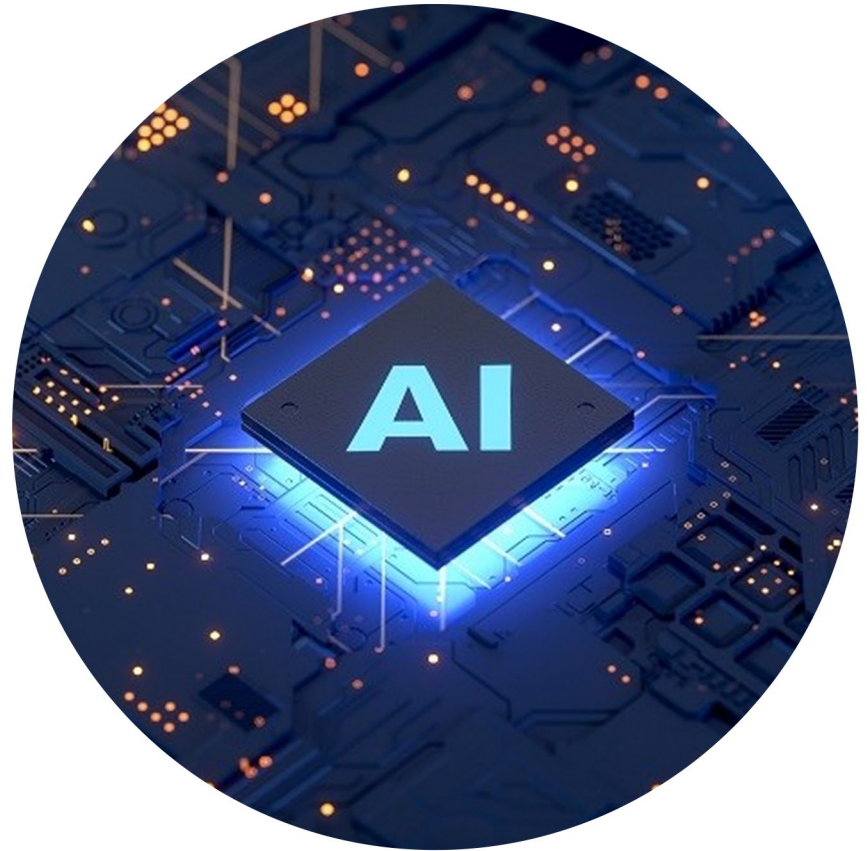
The rapid disappearance of old and the emergence of new professions devalues the traditional concept of professionalism. Knowledge and experience gained at the beginning of a career no longer guarantee professional and life success. Participation in crowdsourcing projects, expanding horizons and allowing everyone to demonstrate their creativity, analytical skills and imagination becomes an easy and exciting option for LifeLong Learning and gives the opportunity to quickly become "new professionals" in previously unknown or undervalued areas of activity.



2. The rapid growth of interest in artificial intelligence

The idea of artificial intelligence (AI) is associated both with great hopes and fears for the future of human civilization.

Crowd intelligence (CI), based on the best examples of human intelligence, can develop in symbiosis with AI and looks like a balancing solution that both reduces threats and increases the opportunity.



3. Growth in the number of ambitious companies.

More and more examples of global success in completely unexpected areas are contributing to the growth of ambition among an increasing number of entrepreneurs around the world. At the same time, there is a growing demand for innovative tools and approaches (including the use of crowdsourcing) that can help these ambitions come true.



4. Turbulent Times and the Rising Risk of New Black Swans

Growing instability and new risks make enterprises look for new non- standard business models that crowdsourcing can help come to. In addition, crowdsourcing can become an effective risk management tool in the new environment.



Thank you very much for your attention!

If you have questions about your journey
to the world of crowdsourcing, please contact:

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