



Universal crowdsourcing agency
OmniGrade

Invitation to the expert community

I. About UCA OmniGrade

WHO WE ARE?

We are running a crowdsourcing platform that for companies, projects and organizations **with ambitious and noble goals** is a tool allowing to form an international group of supporters, inspired by their vision and ready to help them on an ongoing basis.



Universal crowdsourcing Agency OmniGrade

Two goals of the service:

● *genius solutions*

extraordinary solutions to seemingly impossible problems found by the company's supporters, directed by the Agency.

● *genuine supporters*

dedicated supporters who are ready to help the development of the company on a permanent and voluntary basis, with their intelligence, time, connections and energy.



Personalities of UCA OmniGrade

Chief moderator – Hyrax Smarty *



** Hyraxes are furry animals the size of rabbits and are actually very close relatives of elephants. In the Moscow zoo hyraxes live in elephants' house. In our platform they symbolize the opportunity to help see and develop the "potential of the elephant" in projects while having "the rabbit's size".*

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.

Criteria for selection of the Agency OmniGrade clients:

1. Ambitious and noble strategic goals;
 2. Potentially international (global) nature of activities;
 3. Unique innovative technologies and / or business model or intentions to implement them;
 4. Active interest in crowdsourcing
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Key business principles of OmniGrade

- Encouraging the creative and professional potential of each member of the crowd (community of supporters and voluntary experts of outstanding companies, organizations and projects), expanding his/her horizons and the emergence of new interests and perhaps even the development of new professions;
- developing innovative and unanticipated areas to use crowdsourcing effectively.

Prerequisites for success (1/5)

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.

Prerequisites for success (2/5)

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.

Prerequisites for success (3/5)

3. *Recurring fundamental problems with the quality of assets of financial institutions and corporations.*

Recurring global financial crises indicate that the old risk management tools do not work, and government regulation of financial markets is not a panacea.

Using crowdsourcing as a tool based on the diverse experience of people with different competencies and mindset (somewhat resembling a jury trial) may be the best way to protect against risks.

Prerequisites for success (4/5)

4. *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.

Prerequisites for success (5/5)

5. *The growing global popularity of football.*

At least 1.5 billion people on Earth are fans of football teams and clubs - and the rapid growth of their number became especially visible in the 21st century.

As Omnigrade sees it, Crowdsourcing - based on the systematic and consistent creation of communities of supporters of companies and projects - could view this emergence and expansion of football fan communities as a benchmark we should seek to emulate.

II. Who are the experts?

Everyone who has the will, interest and desire to participate in the crowdsourcing project of OmniGrade agency and help its clients

III. What can participation in the project mean for the experts?

1) This is education

By becoming an expert in a company developing new areas of activity, you can gain new knowledge that cannot be acquired elsewhere.

2) This is a job

in an expanded team
of "companies of tomorrow"

- without selection and interviews;
- with a work schedule that the expert sets for himself
 - with the ability to go on vacation at any time

3) This is a hobby

About the same as supporting your favorite football club or music group, only in relation to companies and organizations with ambitious goals and a fascinating history.

And besides, it is an intellectual game that allows you to search and find solutions to the most complicated and interesting problems.

4) This is a tool for self-realization

Because your voice will always be heard

IV. FAQ (1/2)

1. *Do I need to be a professional in the client's field of activity in order to become an expert?*

The clients themselves are professionals in a specific narrow field. They don't share your life experience. Your intelligence and imagination will help them to go beyond professional stereotypes and find innovative solutions to the complex problems.

2. *Will I have enough time to play the role of an expert?*

3. Only you decide how much time to devote to the project in accordance with your interests and capabilities.

IV. FAQ (2/2)

3. *I'm worried my ideas might be naive or inappropriate?*

The idea of producing personal computers, smartphones, digital photography and much more, without which modern life cannot be imagined, also once seemed naive and inappropriate.

We want and need non-standard solutions, no matter how strange they may seem at first glance. But of course, they will also need to be reasoned!

V. How to become an expert?

- Register on the website www.omnigrade.com (in the right upper corner)
- At any time ask for help or advice from the moderator Smarty at smarty@omnigrade.com

VI. How else can you help the project and yourself?

1. Become our agent or representative (for a permanent agent fee)
 2. Become an ambassador of the project
 3. Share your advice and suggestions for the development of the project
 4. Invite your friends and acquaintances to become experts
 5. Help with the formation of the OmniStore assortment (selection of unique prizes for the most successful experts)
- If you have suggestions or questions about any of these options, please write to: smarty@omnigrade.com or tre_mi@omnigrade.com
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