



Discover the world of innovations....

INNOVATION DISCOVERY

First World-Wide Database of Innovations, Networkable!
To Promote, Diffuse, Acquire and Sell Innovative Ideas.

Links

Introduction Video: <https://youtu.be/otoYBFXlq80>

Compelling Story: <https://drive.google.com/open?id=0B10lcxHqqli1c2RGREpoTII4VFk>

Investor Pitch:

https://docs.google.com/presentation/d/1TRdR_EtQ3fg5PKi40-h7pW5w_Ryr4N43-_Y_cybyxAY/edit?usp=sharing

Demo: <https://projects.invisionapp.com/share/BV6DD3UQU#/screens>

Homepage: <https://sites.google.com/site/innovationdiscoverystartup/>

Business Model Canvas: <https://drive.google.com/open?id=0B10lcxHqqli1QWh3MGZudHVhbkk>

Project Diagram: <https://drive.google.com/open?id=0B10lcxHqqli1M2p1VHhOYIIHZTg>

24 Month Projection:

<https://docs.google.com/spreadsheets/d/1oazpRxDoFvMAG6URzPQVPPV-ctIEHgr6drZSgCWbPys/edit#gid=1890970904>

MVP Online Prototype:

WEBSITE: <http://innovation-discovery.blogspot.com>

FACEBOOK: <https://www.facebook.com/InnovationDiscovery/>

TWITTER: <https://twitter.com/InnDiscovery>

PINTEREST: <https://it.pinterest.com/innovationdisco/>

YOUTUBE: <https://www.youtube.com/c/InnovationDiscoveryInternational>

LINKEDIN: <https://www.linkedin.com/groups/8512147>

INSTAGRAM: <https://www.instagram.com/innovationdiscovery/>





Team

Founder 1: Carlo Rivis | CEO | LinkedIn: <https://www.linkedin.com/in/carlorivis>

Information technology and project management professional with 10+ years of experience and a track record of success leading complex technology projects and teams. Skilled in driving the adoption of new technology innovations, processes, and best practices that reduce costs, enhance efficiency, and provide scalable technology solutions that align technology investments with business objectives. I have run my own business in Italy for 10 years and in U.S. during the last 2 years.

Founder 2: Gabriele Izzo | CTO | LinkedIn: <https://ch.linkedin.com/in/gabriele-izzo-6755753b/en>

IT Project Manager and Software Developer with 10+ years of experience working on and leading Software projects. Has worked in Italy, German and Swiss obtaining high results and satisfaction of the clients.

Our Business

To connect worldwide potential customers to innovations and technologies and make them more diffused and successful. When you join "Innovation Discovery", you gain access to innovations, technologies, innovative talents, dealers, installers, consultants, joint venture partners, updates, and insights that help you to live in the future NOW.

We are developing a worldwide database of innovations, connections between innovations, and companies providing innovative products. The application is splitted in two parts:

- A front-end is presented as a WIKIPEDIA style, organized in categories with the innovations details and the benefits of their adoption.
- A back-end is presented as a LINKEDIN style, to establish networking between INNOVATIONS, COMPANIES, DEALERS/INSTALLERS, PROFESSIONAL/CONSULTANTS.

Yes, it is a large undertaking, but we can get an initial traction by launching the FRONT-END. Everybody is interested in learning about INNOVATIONS and will use and buy new technologies at some point, so if they can SAVE MONEY, SAVE TIME, REDUCE CONSUMPTION, IMPROVE SUSTAINABILITY, or IMPROVE PERFORMANCES. We will offer a one stop shop where people can learn about innovative products and technologies and where they can get in touch with companies that are leaders in their market.

What problem are we solving



Every year, hundreds if not thousands of innovations see the light, but at the sametime, people keep using old if not obsolete technologies. Why is that?

Because:

CONSUMERS do not know/understand new technologies

INSTALLERS do not have the right know-how

PROFESSIONALS are not well connected with each other

CORPORATIONS are not aware of many new technologies and struggle to find knowledgeable specialists who can help them to use innovations; also, companies that develop innovations have trouble publicizing their innovation and to penetrate the market.

We want to improve the diffusion and adoption of innovations to improve the quality of life and the economic development of the world.

Services we offer

- **World-wide database of innovations:** to make innovations understandable for consumers.
- **Marketing solutions:** ads focused on innovations to penetrate new markets.
- **Premium Subscriptions:** allow professionals/corporations to connected to people with the required know-how.
- **Consultants:** to help technicians and companies to understand innovations.
- **Hiring solutions:** to hire people with the needed skills.
- **Product test solutions:** to test new products using the right people.
- **Innovations resources:** to evaluate the best technology available on the market.
- **Marketing Analysis (DATA):** to enter in the right market with the right innovation.

What's new about what we are doing



Our goal is to be the “One Stop Shop” place to learn about INNOVATIONS and technology. The DATABASE aims to contain ALL the innovations of the world, and anybody could insert a new discovery in our system. The ease of going to 1 platform where you will be connected with all types of innovations that available, ranging from proven to theoretical.

Innovations will be categorized by type (Transport, Medical, Green Energy,...) AND focused on benefits (Save time, save money, reduce consumption,...) using a simple language understandable to everyone.

The NETWORKING site, will be INNOVATIONS FOCUSED, not people focused. So I need just to identify which technology I need for my corporate goals and to get connected to the right people and information necessary to evaluate, buy, implement the needed technology. One site allows you to immediately be connected with PEOPLE, RESOURCES, MARKETS, DEALERS, INSTALLERS knowledgeable with that technology.

How we will make money

We are targeting different revenue streams:

- Premium memberships for Corporates/Professionals: detailed information and marketing tools
- Hiring solutions: easy identification of people with the skills required to work a certain innovation/technology
- Marketing analysis (DATA): monitor accesses of the front-end websites to understand innovations trends. Monitor questions made on the forums of the website to understand needs of potential customers
- Marketing solutions: direct advertisement of the innovations on the specific target

What have we accomplished so far

- Have developed and validated the idea with more than 300 professionals around the world
- Have done the business model canvas
- Have done the profit & loss projection
- Have published the prototype of the MVP (Minimum Viable Product). From it released on May 2nd 2016 it has achieved:
 - 39,300+ unique visitors
 - 64,600+ page visits on the official blog
 - More than 5,100+ views on youtube
 - More than 1,750+ fans on Facebook
 - More than 10,000+ people reached every week on Facebook



- More than 480+ followers on Twitter
- More than 100+ followers on Pinterest
- More than 100+ professionals on LinkedIn
- More than 50+ followers on Instagram
- Published around 100 innovations on the MVP. A list of 200 innovations are ready to be prepared for publishing.
- Started to connecting professionals and corporates to the innovations and getting attention from them.

Prototype

To optimize resources and maximize results the prototype of the FRONT-END part is build designed in the following way:

- **BLOG:** used as the database of innovations. Innovation articles are collected and sorted in categories. Users could: search, suggest and improve innovations;
- **YOUTUBE CHANNEL:** For each innovation, a custom video will be made and posted on our youtube channel;
- **FACEBOOK GROUP:** For each innovation, a facebook post with the video and most important information will be created and organized in categories, in order to be searchable inside facebook;
- **TWITTER ACCOUNT:** We will post questions about possible desired benefits from consumers that innovations create, as: "Do you want to reduce your monthly bills?" and the link to the innovations that answer the question.
- **PINTEREST:** For each innovation, a pin with the description and the direct link to the innovation on the blog.
- **INSTAGRAM:** For each innovation, a photo with the description and the direct link to the innovation on the blog.

The above strategy is used to collect INNOVATIONS for the database and affiliate REGULAR USERS. Now we are attracting CORPORATES and PROFESSIONALS. The first step of this strategy is:

- **LINKEDIN GROUP:** Direct link to the innovations on the blog and start conversations about new technologies/products in order to attract CORPORATES and PROFESSIONALS.
- **LINKEDIN DIRECT CONTACT:** Direct LinkedIn email to every person involved in an innovation we have already published, in order to connect them to the innovation.

Traction

- Patents application continue rising! | 12/31/2015
http://www.wipo.int/edocs/pubdocs/en/wipo_pub_941_2015.pdf
- Patents application hits 2,7 millions applications! | 12/31/2014
http://www.wipo.int/export/sites/www/pressroom/en/documents/wipi_2015_infographic.pdf
- Patents application hits 2,35 millions applications! | 12/31/2013
http://www.wipo.int/export/sites/www/pressroom/en/documents/wipi_2013_infographic1.pdf
- Dozens of Facebook groups, blogs, webpages speaking about INNOVATIONS and followed by MILLION people each. | 04/04/2016

CONTACT

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