SwarmVision started as an idea on a kitchen table. To our surprise, it quickly reached 18,800 members in 106 countries! We are amazed and humbled, and want to grow this WITH YOU. Since we deeply believe in the power of crowd wisdom, we want to get to know you, your story. We turn to you, our founding members to ask:

- What do you value about innovation? About SwarmVision?
- How has SwarmVision made a difference in your life?
- What should Swarm Vision become?
- How can we build this together?
When we first sat down at that kitchen table, we had a hunch that innovation was not the same thing as creativity, or not only about creativity. We suspected that it involves several other key skills, like noticing problems worth solving, bringing new ideas to life so others can picture them, noticing potential issues, and selecting ideas that will take off in the market.

You have shown us this past year that we are onto something. You have encouraged us to dream bigger.

When we dare to dream, we ask, what is our purpose? To harness the innovation talent of the world. Why not? We know there are innovators in every village, town, of every persuasion. Not everyone is born close to an innovation capital, or has a job that lets them work in this field. Yet the world is crying out for your talents.

But before we get ahead of ourselves, we want to get to know you better, understand your talent and aspirations more deeply, what innovation is to you, why it matters, how it feels.

So far, we have some 18,800 registered members on Swarm in 106 countries, and 49,000+ likes on Swarm’s Facebook page. That’s encouraging.

NOW, WHAT SHOULD WE BECOME?
MAIN CHALLENGE QUESTION:
What should Swarm Vision become?

TELL US YOUR STORY:
(Optional)

To be eligible for the “Poster Child” prizes, please submit a self-portrait (a “self portrait” is your story told in words, picture or video) answering these questions:

1. How do you relate to your Swarm Innovation Skill Type(s)? (How do you live or demonstrate your Skill Type(s) in your life?)

2. Describe your journey on SwarmVision. (How did you discover it, why do you participate?)

3. Describe how SwarmVision has made a difference to you. (Has it made a difference to how you see yourself and others, how you feel, your plans or ambitions?)

(You can use any medium, no longer than 2 minutes if audio/video, 20 MB if images, or 500 words if written)

SURVEY
(Required)

Near the end of the campaign, members will be asked to complete a survey to help us quantify the themes we are hearing in the ideas.
SWARM ACTIVITIES:
What else would the SwarmVision community be able to do, and enjoy doing, for sponsors?

SWARM SKILL TYPES:
How else might you make use of your Innovation Profile Type?

SWARM MEMBERSHIP BENEFITS AND LEVELS:
How might we deliver a variety of benefits to our members according to their accomplishments or subscription level? How might we refer to these levels?

SWARM CONTENT:
How might we help our community grow as innovators?

SWARM BUSINESS MODELS:
How might we grow the SwarmVision business?
PRIZES

(5 X $500) “SWARM VISIONARY” PRIZES
For the best 5 overall entries describing what SwarmVision should become.

(5 X $500) “BEST POSTER CHILD” PRIZES
For the 5 best self-portraits telling your story, that embody one of the 5 Innovation Skill Types (one prize per Skill type: Ideator, Visualizer, Optimizer, Influential or Supporter)

(10) MVP/FOUNDER CITATIONS
For overall contribution to the campaign (including insightful commenting and building on the ideas of fellow members). We will nominate an elite group of Swarm agents as our community advisory board. Winners will be listed on the SwarmVision website and act as an advisory board on a voluntary basis for a year on the future direction of the community.

(UP TO 50) THE SWARM ENTERPRISE PROFILER
The most thoughtful 50 survey respondents will win a free licence to our enterprise grade innovation profiler, valued at $100 each. This “industrial grade” innovation profiler, used by Fortune 500 companies, tells you your overall innovation score vs our Global Benchmark, your 8 skill clusters and 26 sub-clusters. These prizes must be used within 2 months (60 days) of winners receiving their unique login.
WINNING CRITERIA

IDEAS WILL BE SELECTED BY MODERATORS DURING THE CAMPAIGN ON THE FOLLOWING METRICS AND WILL MOVE TO THE NEXT PHASE:

CLARITY:
Is your idea clearly stated so others can understand what your idea is?

RELEVANCE:
Is your idea relevant to the brief?

SOLUTION:
Does your entry contain a proposal that addresses one of the idea categories?

THE IDEAS THAT FIT THOSE CRITERIA WILL MOVE FORWARD TO BE REVIEWED BY EXPERTS USING THE FOLLOWING CRITERIA:

COMMUNITY BENEFIT:
The idea would deliver value to our SwarmVision community

INNOVATIVENESS:
The idea enhances the uniqueness of SwarmVision

BUSINESS BENEFIT:
The idea would enhance the value of SwarmVision
THE CONTEST WILL HAVE THREE PHASES:

ACTIVE CAMPAIGN:
March 28 to May 16, 2016

OPEN IDEATION:
DATES: March 28 to April 11, 2016
Participants are encouraged to complete all Idea entry fields and answer the question, “What should Swarm Vision become?”

DEEP DIVE:
DATES: April 11 to May 16, 2016
We will pose interesting questions weekly (from weeks 3-6) as stimulus to the community. These will appear as separate campaigns in the “Future of SwarmVision” campaign group.

SURVEY:
DATES: April 25 - May 16, 2016
As we hear the voice of the community, we will finalize 1 or more short surveys to help us quantify your input during the last 2 weeks. You are required to complete the survey using the survey link before the end of the campaign in order to be eligible for a prize.

EXPERT REVIEW:
DATES: March 28 to May 30, 2016

WINNER ANNOUNCEMENT:
DATES: Approximately July 2016
REQUIREMENTS
In order to be eligible for a “Swarm Visionary” Prize, participants must submit an idea responsive to the Main Campaign Question and AND complete the survey.

To qualify for the “Poster Child” prizes, participant must submit a self-portrait no more than 2 minutes in length, 20 MB or 500 words, telling their journey on SwarmVision, AND complete the survey.

To be eligible for the free The Swarm Enterprise Profiler license, participants must complete the survey.

GUIDELINES
The idea, self-portrait and survey text must be in English. If the idea contains a visualization, it must be an electronic file no larger than 20 MB in one of the following formats:
- Images: .jpg/.jpeg, .gif, .bmp, .png
- Microsoft Office: doc, docx, ppt, pptx, pps, ppsx, xls, xlsx
- PDF: pdf, ps
- Open Office: odt, odp, sxw, sxi, etc.
- Text: txt, rtf

Videos must be in English (or with English subtitles), be under 2 minutes and must be uploaded to a private YouTube link. The URL should be provided in the idea entry form.

PARTICIPANTS
- Must have registered on www.swarmvision.com AND completed the short Swarm Innovation Profiler quiz
- Must be the age of majority in your place of residence
- Undertake to submit creative and original works
- Warrant that you hold all rights upon submitted works and warrant that the use of your entries in the contest does not violate any third parties’ rights.
- Acknowledge that in case of breach of these rules, the contest Administrator shall be entitled to deem your participation and the prize granting void.
- Grant Totem a non-exclusive worldwide right to display the entries on our website, promotional materials, and in investor documents.
- Upon prize acceptance, winners shall grant exclusive rights to Totem to use their submission.

SPONSOR
The sponsor is Totem Inc., the creator of SwarmVision, with offices in Silicon Valley, California. The sponsor is committed to identifying, developing and harnessing the innovation talent of the world, and making innovation accessible to everyone. For complete terms and conditions, see link to SV Rules.