

IdeaSpies

LYNN WOOD

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PURPOSE VISION MISSION

**Sharing ideas with
the power to do
good**

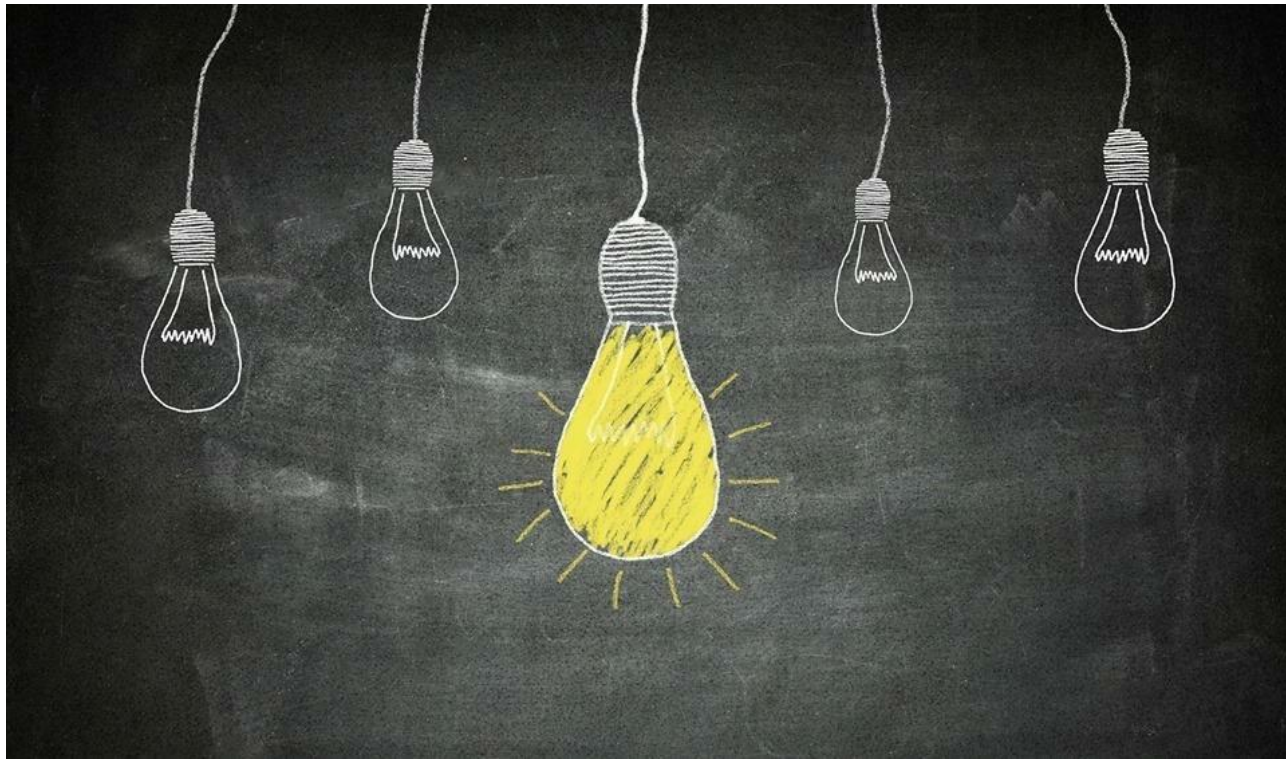
**To be the
pre-eminent source
of innovative ideas
for Australians and
globally**

**To accelerate the
spread of ideas with
the potential to
change our world
for the better**

PROBLEM... DID YOU KNOW?

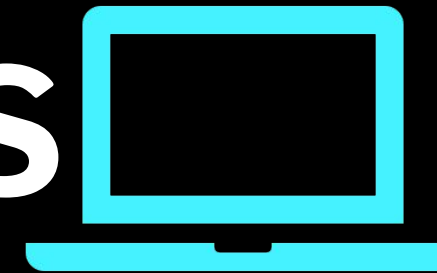
- **Approx 90% of media news is negative**
<https://letter.ly/negative-news-statistics/>
- **Trust in news generally has fallen to 41%**
[University of Canberra Digital Media Report 2022](#)
- **Negative news means less confidence in the future and probably less investment** <https://ideas.repec.org/p/zbw/cfswop/522.html>

OUR OPPORTUNITY



**To highlight clever
ideas that are
changing our
world for the
better**

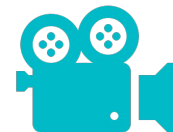
WHAT IDEASPIES DOES



**An open
innovation
platform**



**Curated ideas
explained
simply in 100
words or less**



**Eye catching
visuals & 30
sec videos**



**Web links for
further
information**

A GROWING ECOSYSTEM

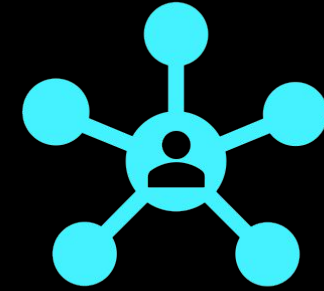


- **Top level Advisory Board**
- **Volunteer topic Editors**
- **Institute of Technology
Education-Design &
Technology teachers**

Supporters include:

Citizens for Democratic Renewal
Climate & Peace-Rotary
Macquarie University
Tank Stream Labs
The Carbon Almanac
UNSW Founders

USER ENGAGEMENT



We focus on curating quality ideas in action.

Our sphere of influence is larger than our number of registered users:

- ◉ **Registered IdeaSpies 3,000**
- ◉ **Linkedin followers (Company and Group) 3,900**
- ◉ **Twitter followers 4,700**
- ◉ **Facebook/Instagram followers 1,100**

WAYS IDEASPIES CAN BE USED



Search ideas

Share ideas

Feedback on ideas

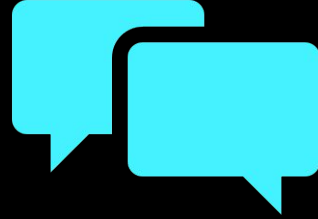
Post ideas

Compete for ideas

Challenge to solve a problem

Encourage ideas from staff

WHAT PEOPLE SAY ABOUT IDEASPIES



Great ideas, research and innovation can come from anyone – so often the best ideas do not have a voice. IdeaSpies provides a platform for people to share ideas that create a better world.

- David Thodey AO, chairman Xero, Tyro, Great Barrier Reef Foundation

IdeaSpies is a curated repository of good ideas that are a valuable resource for people who want to solve new problems or solve old problems in new ways.

- Maria MacNamara, Director Government Relations & Innovation Strategy, Kyndryl

IdeaSpies is an open and positive place to share ideas. Easy to read and follow with a high level of UX.

- Richard Hainsworth, founder UpRising: Entrepreneurship career pathways for High School students

IdeaSpies has opened the opportunity to advocate for more effective governance, especially in our Australian liberal democracy.

- Glenn Barnes, Co-Chair Citizens for Democratic Renewal, Deputy Chair Evidence-Based Policy Research Project



**“The future is already
here - it’s just not very
evenly distributed.”**

WILLIAM GIBSON

WWW.IDEASPIES.COM