



Panel Four: Help is Here Social Business

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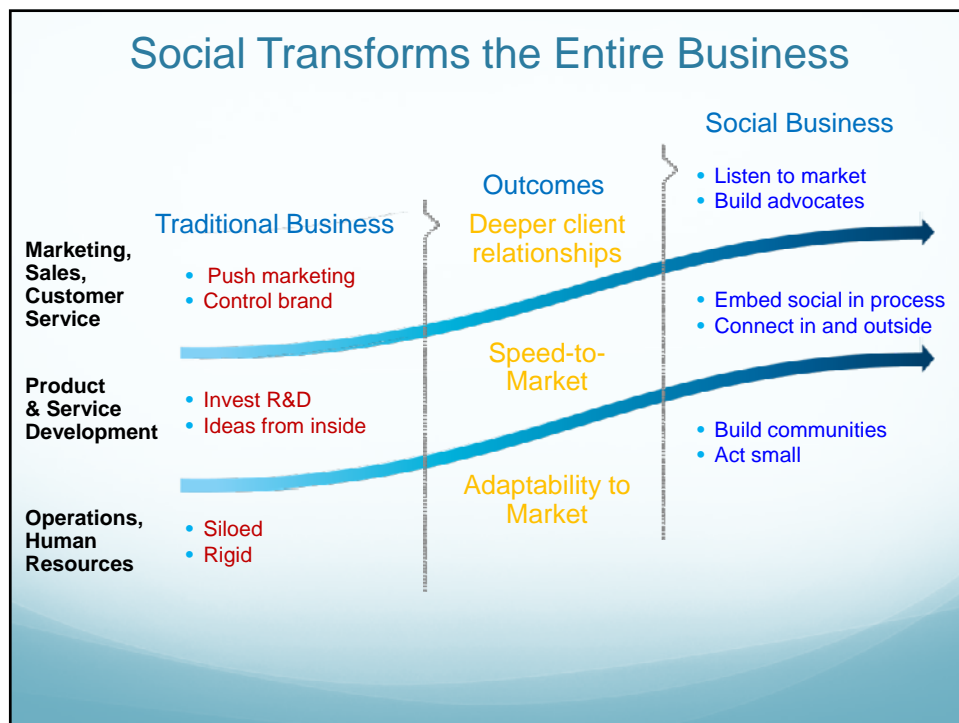
Share your story



A little bit about me



<http://about.me/katmandelstein>



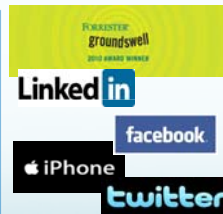
Example: Socially Enabled Product Development

OLD PROCESS:



SOCIAL ENABLED PROCESS: IBM

- 4 million engagements
- 70% new ideas
- Crowdsourced products like Project Zero
- Brand awareness increase in application developers, IT specialists, etc.



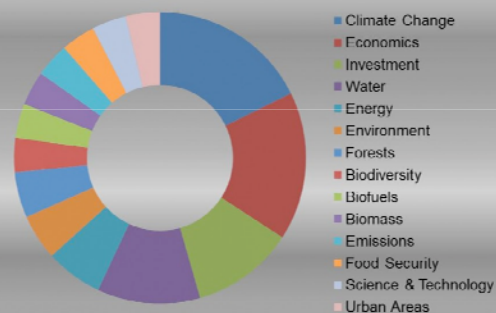
Site to solicit product ideas

Identifying Trends: Trending Topics

International Institute for Sustainable Development
Generata Database
<http://www.iisd.org/generata>

A screenshot of the 'What the Trend' website. It shows a list of trending topics with their respective hashtags and brief descriptions. The topics are: #1 #thingsthatilove, #2 #Mention10PeopleYouCareMostAbout, #3 #IDontHaveTimeFor, and #4 Día Mundial de la Alimentación. Each topic has a 'Define' button and a 'Retweet' button.

Trending Topics - September, 2012

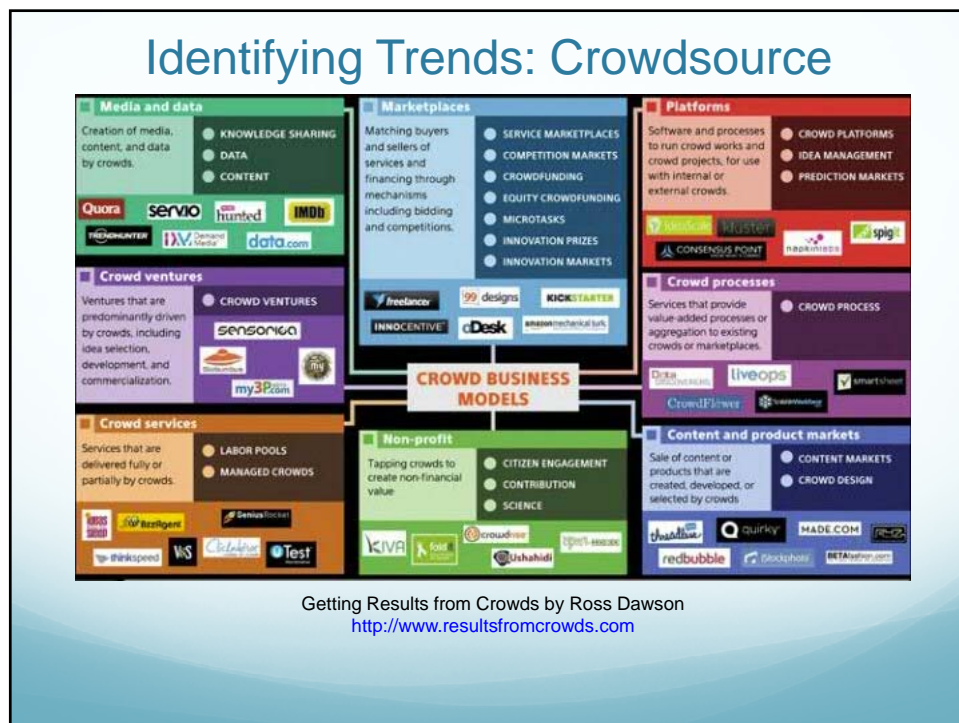
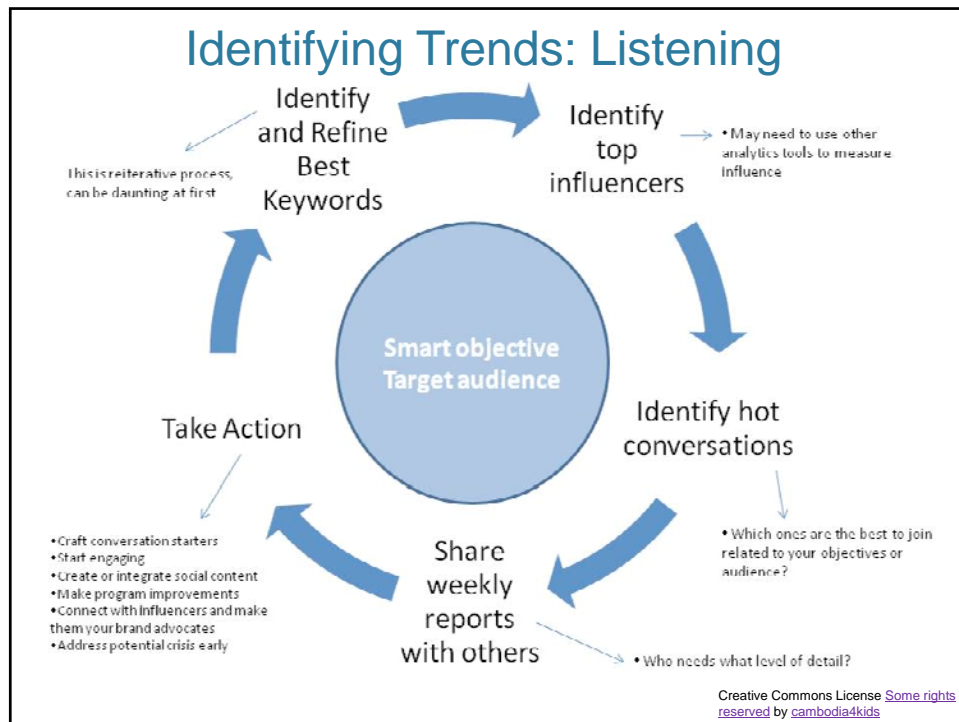


Try Now »

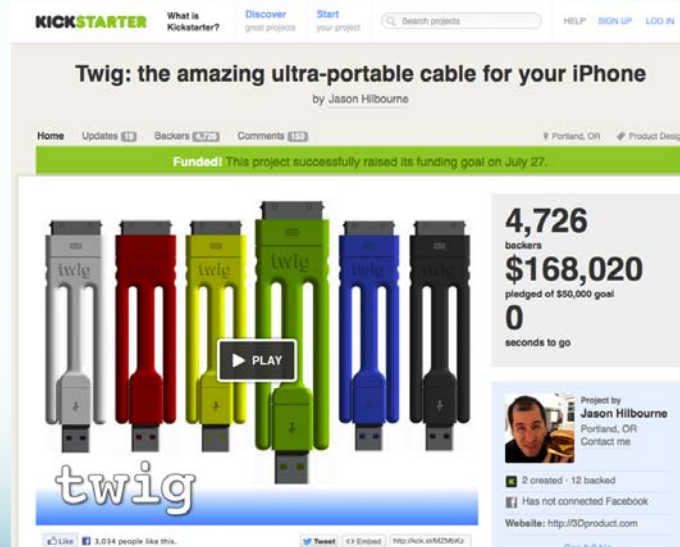
Trends By Location

Find out what's trending in a particular part of the world. These are the most active hashtags.

- Argentina - #askmiller
- Australia - #askmiller
- Brazil - #askmiller
- Canada - #askmiller
- Chile - #TravelProQuest
- Colombia - #UnleashThePower
- Dominican Republic - #UnleashThePower
- Ecuador - #UnleashThePower
- France - #askmiller
- Germany - #askmiller



Identifying Trends: Crowdfunding



Personal Example of Business I Invested In

