



# IdeaNet

powered by Hacka

Ideation Platform for  
OTE Group users

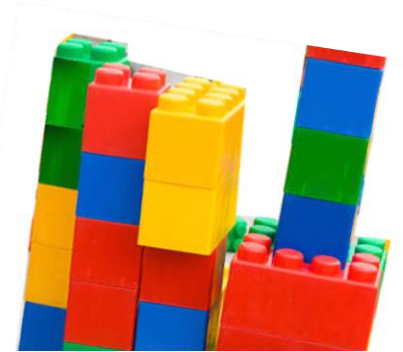
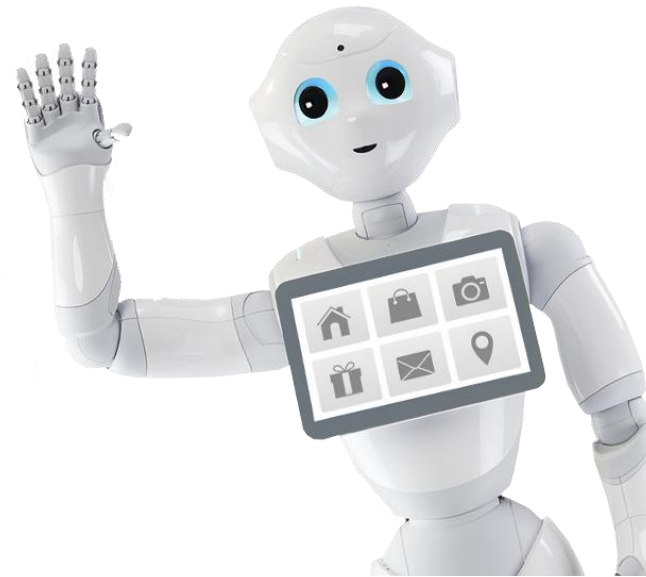


**COSMOTE**

Ένας κόσμος, καλύτερος για όλους.

IdeaNet: Building up the future

# Ideation & Innovation platform



## Communication.

Horizontal  
(between  
colleagues) and  
Vertical  
(with top  
Management).

## Facilitation.

Empowerment.  
Help.  
Make internal  
progress faster.

## Inspiration.

Information.

## Collaboration.

Commenting.  
Voting.  
Contribution to  
Ideas.

## Ideation.

Digital Ideation  
Hub.  
Idea Boxes and  
Hackathon  
Contests.

## Change.

Open Ideation.  
Innovative Culture.  
Change of working  
habits.  
Active Participation.

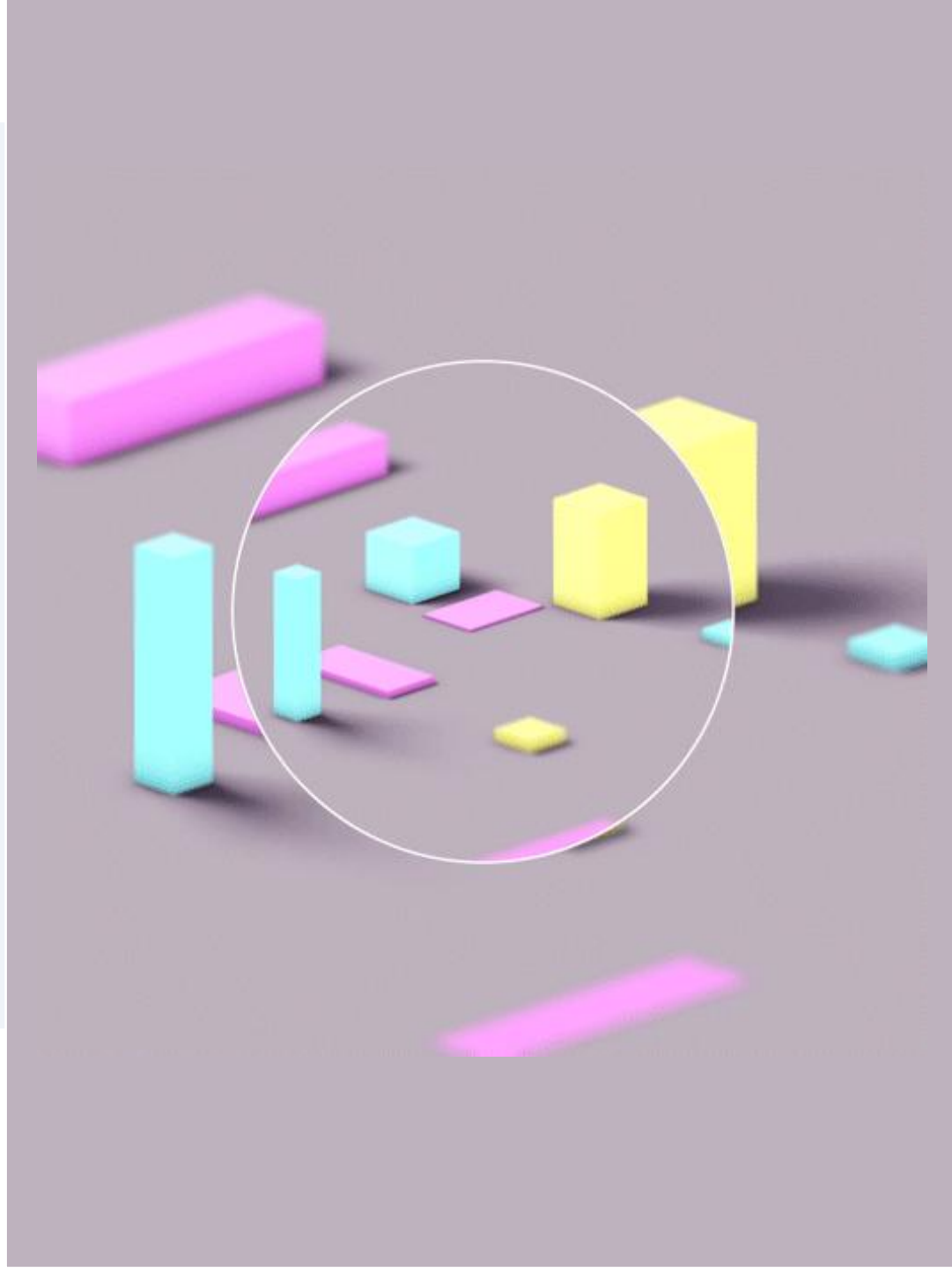
## IdeaNet 2018-2022

### Long Term Goal: Change of Mindset

Innovation and open Ideation as part of working-life independently of competitive processes.

### Reflections:

Inclusivity and relationship of Innovation as brand with the rest of the company.



# Innovation Lifecycle

## Open Ideation Idea Boxes

Lifecycle: 90 days

User submits an idea in the specific Challenges:

- Tech Excellence
- Customer Experience
- New Sources of Revenue
- Simplicity & Optimization
- Culture
- Open Innovation

Users Evaluate the Ideas submitted



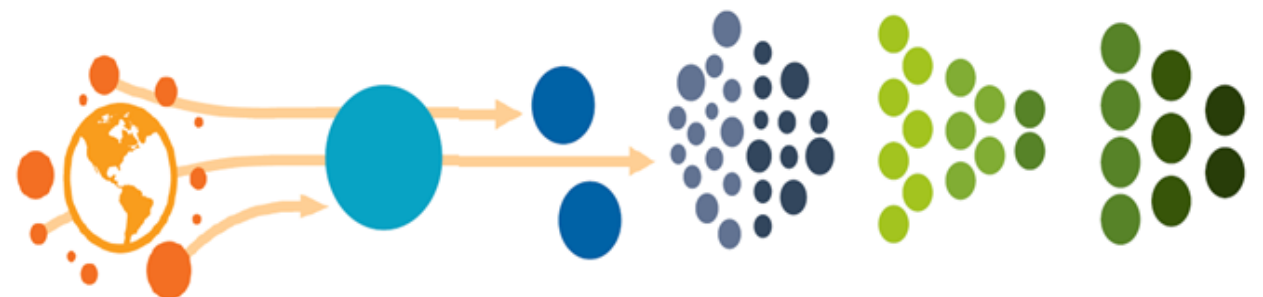
[ Internal Hackathon]

## Innovation Contest

Duration: 30 days

Committee ( Channel Sponsors) evaluate best Ideas to pass in the finals.

Top management selects idea(s) to implement



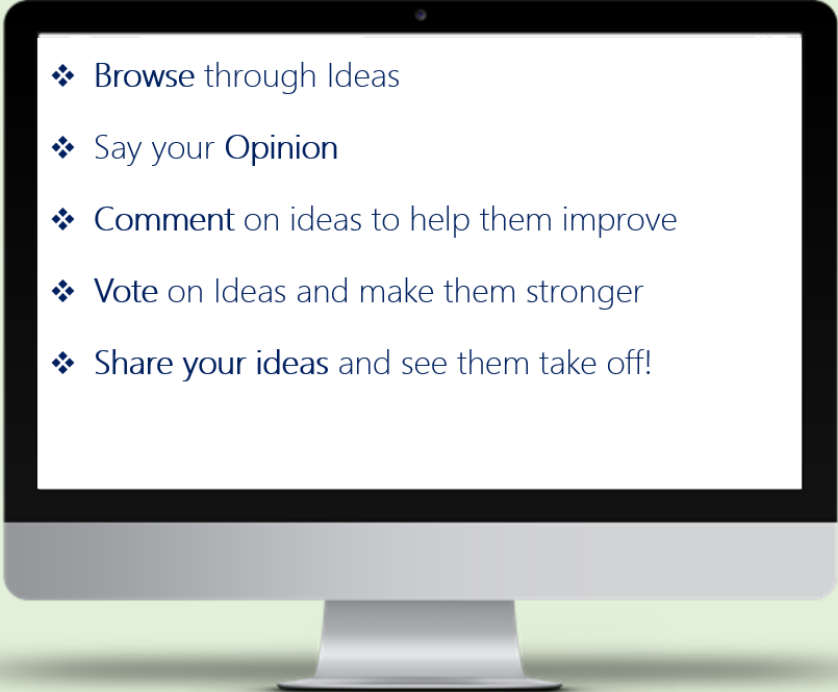
# IdeaNet Engagement Methods

\_> Εύκολη Χρήση/User experience  
Define clear simple Journeys for the Channel section

\_> Recognition  
Meetings with top management  
Distinctions- i.e 'Innovator of the Month'

\_> Evaluation  
Prizes  
Badges  
Votes

\_> Word of Mouth  
Events/Workshops  
Mentoring

- 
- ❖ Browse through Ideas
  - ❖ Say your Opinion
  - ❖ Comment on ideas to help them improve
  - ❖ Vote on Ideas and make them stronger
  - ❖ Share your ideas and see them take off!

## PUSH

Advertising

Emails

Notifications

## PULL

Integration with Prototypes

Hackagram

Hackathon site

# Thank you!

