A practical guide to tapping into the abundant ideas and talent outside your organization

Successful organizations are constantly searching for new ideas. Historically, organizations have looked to their employees and select partners. They have used techniques like brainstorming to gather and evaluate ideas. However, in today’s market, talent and new ideas can be found everywhere.

The Internet has enabled organizations to greatly expand their searches far beyond their four walls. Instead of ten or one hundred people, organizations from startups to Fortune 500 firms can work with thousands or tens of thousands to discover and assess many, many more ideas (as well as prototypes, partners and people). We call this Crowdstorming.

But how do you organize so many people and ideas to get the best results?

Our goal is to help our readers make Crowdstorming work; to help more organizations engage with people far beyond their organizational borders, to find better ideas, solutions, talent and partners so we can address some of our most challenging problems -- not just for the sake of business, but for our society, too.

• Shaun Abrahamson has spent more than a decade as an early stage investor and advisor partnering with leading startups and global organizations to identify, create and launch new businesses enabled by newly possible relationships with customers and experts.
• Peter Ryder is the former President of jovoto and has broad experience as a consultant helping organizations improve their business through the use of new technologies.

• Bastian Unterberg is the founder and CEO of jovoto, a Berlin and NYC based firm that organizes a 40,000 person strong creative community to work with global brands on problems ranging from new product design to sustainable architecture.

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**ABOUT THE AUTHOR**

**Shaun Abrahamson** is an early stage investor and advisor. For the last decade, he has worked with some of today's leading startups. At Mutopo, he advises global firms on how to benefit from online connections with customers and experts. He built computer-aided design tools at MIT, studied at the Berlin School of Creative Leadership, lectured at the Wharton School and New York University, and contributed to the Economist Intelligence Unit.

**Peter Ryder** is the former president of jovoto, Inc., a startup whose platform and community help companies innovate and solve challenges facing their business. After a successful career in consulting at Deloitte, CSC, and Accenture helping organizations use technology to transform their operations, he now invests in new ventures and advises organizations on how to take advantage of new technologies in today's digital economy.

**Bastian Unterberg** is the founder and CEO of jovoto, a Berlin- and NYC-based firm that organizes a 40,000-person strong creative community to work with global brands on problems ranging from new product design to sustainable architecture. His work has been featured in various media such as Page, New York Times, Focus, and Fast Company. An active speaker, Bastian presents at various national and international conferences.

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