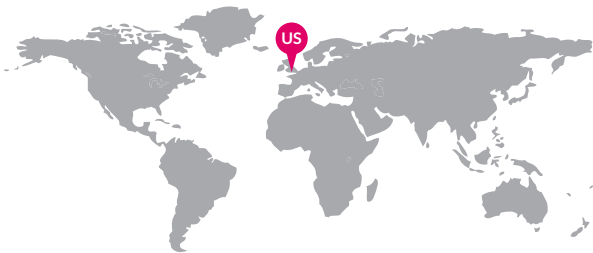


VALUE MY STUFF

Value My Stuff aims to provide professional and informed valuations and appraisals of all items you can think of (medals, jewellery, paintings, furniture, stamps, ...). Dedicated experts in over 39 fields evaluate the items. Everything happens online: people send a picture of their item and within 2 days they get a full report.

Go to Brainstrom Cards

HQ London, UK



Founded: 2009



Category: Consultancy

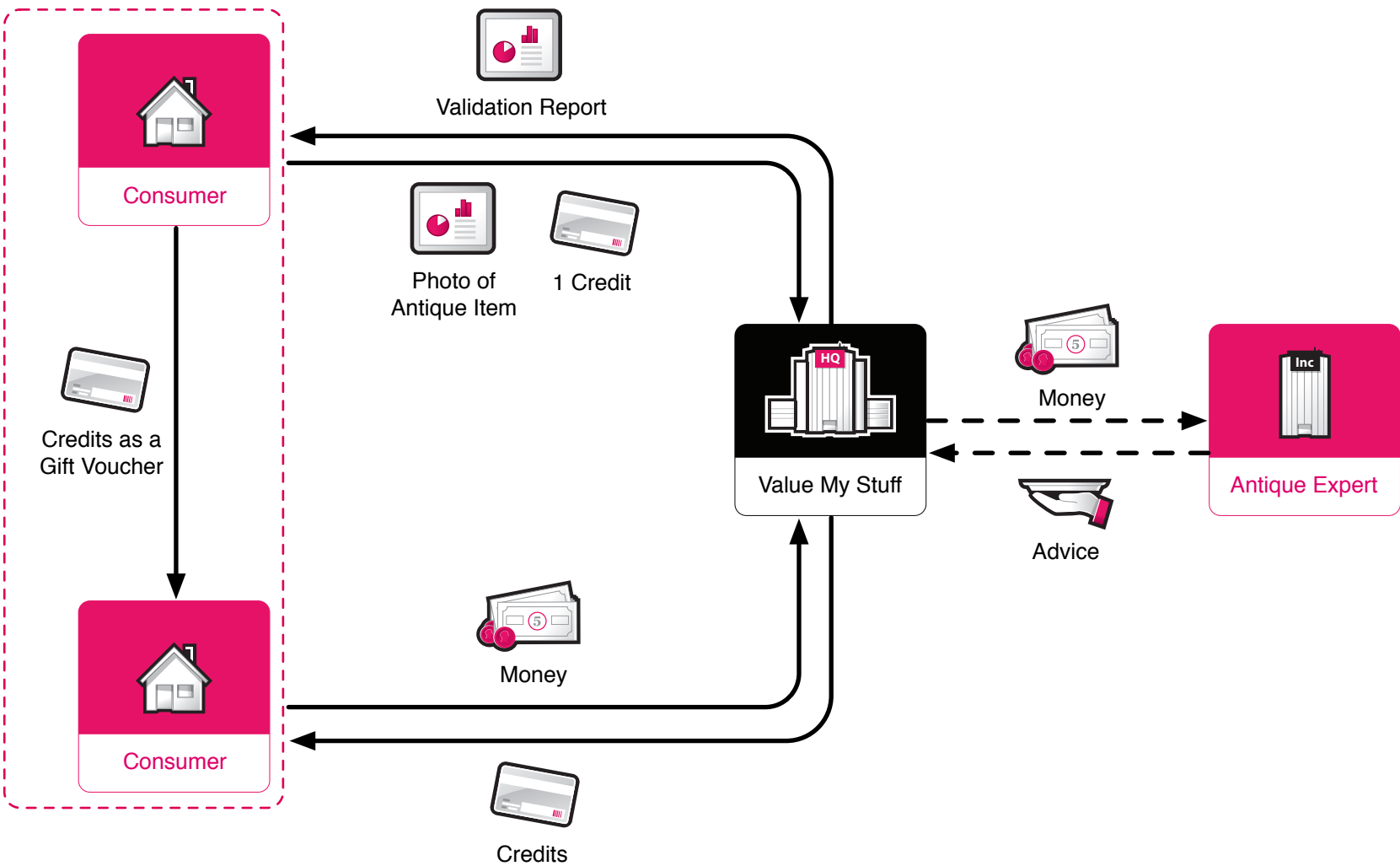
Website:

Cocktail of:



- ° Money
- ° Consultancy
- ° Only Online

BUSINESS MODEL



Board of Innovation

EBAY

Ebay Inc. is an online auction and shopping website that focuses on P2P networks. People and (small) businesses can buy and sell a broad variety of goods and services worldwide. With operations in over 30 countries, Ebay is a notable success story of the web 2.0 generation. Services such as “Buy it Now”, online classified advertisement-systems and online money transfer service Paypal have made Ebay a market leading company.

Go to Brainstrom Cards

HQ California, US



Founded: 1995

Employees



Category: Consumer Web

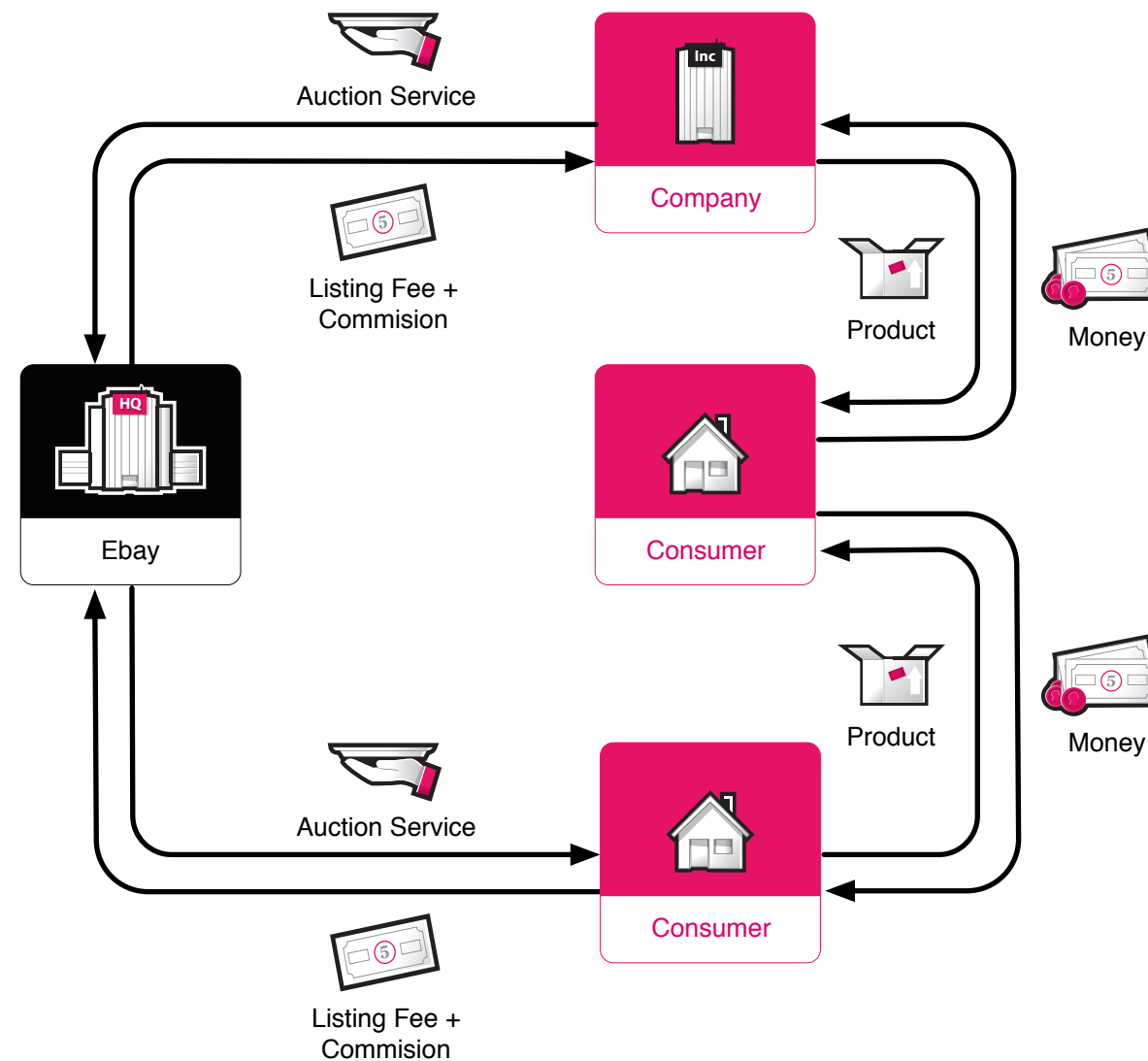
Website:

Cocktail of:



- ° Auction
- ° P2P
- ° Broker-model
- ° eCommerce

BUSINESS MODEL



Board of
Innovation

M-PESA

M-PESA is an SMS-based money transfer system of the Kenian cell phone operator, Safaricom. M-PESA allows individuals to deposit, send, and withdraw funds using their cell phone. M-PESA reaches approximately 38 percent of Kenya's adult population, and is used in other developing countries such as Tanzania, Afghanistan and South Africa.

Go to Brainstrom Cards

HQ Nairobi, KE



Founded: 2007

Employees



Category: Telecom

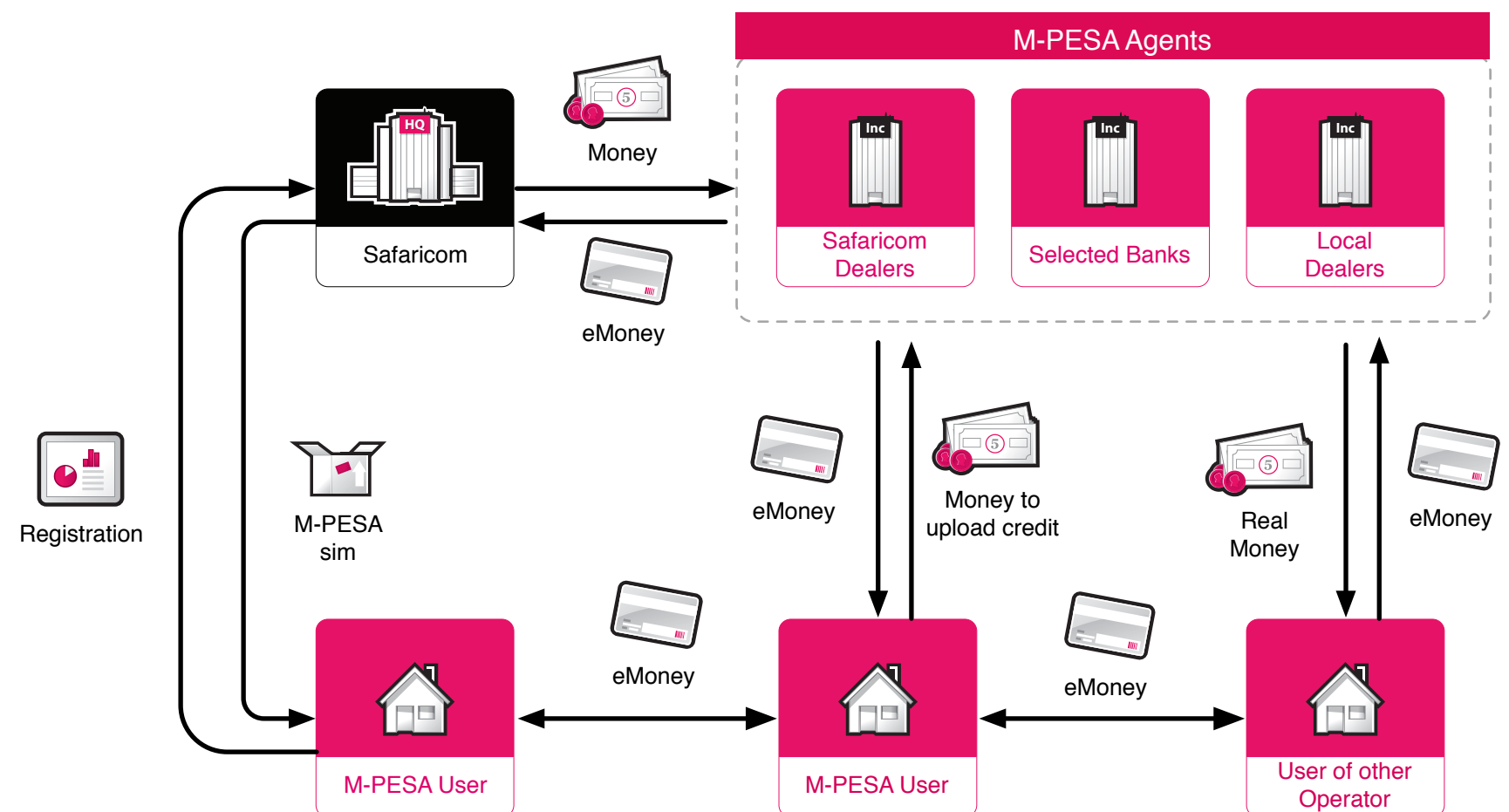
Website:

Cocktail of:



- ° Telecom
- ° Micro Payments
- ° Mobile Banking

BUSINESS MODEL



Board of Innovation



KIVA

Kiva Microfunds (commonly known by its domain name: Kiva.org) is an organization that allows people to lend money via the internet to microfinance institutions in developing countries from around the world. Kiva is a non-profit company supported by loans and donations from its users and through partnerships with businesses and other institutions. Kiva itself does not charge any interest. The loans are then passed on to independent local partners who manage them for their region.

Go to Brainstrom Cards

HQ San Francisco, US



Founded: 2005

Employees 75

Category: Finance (non-profit)

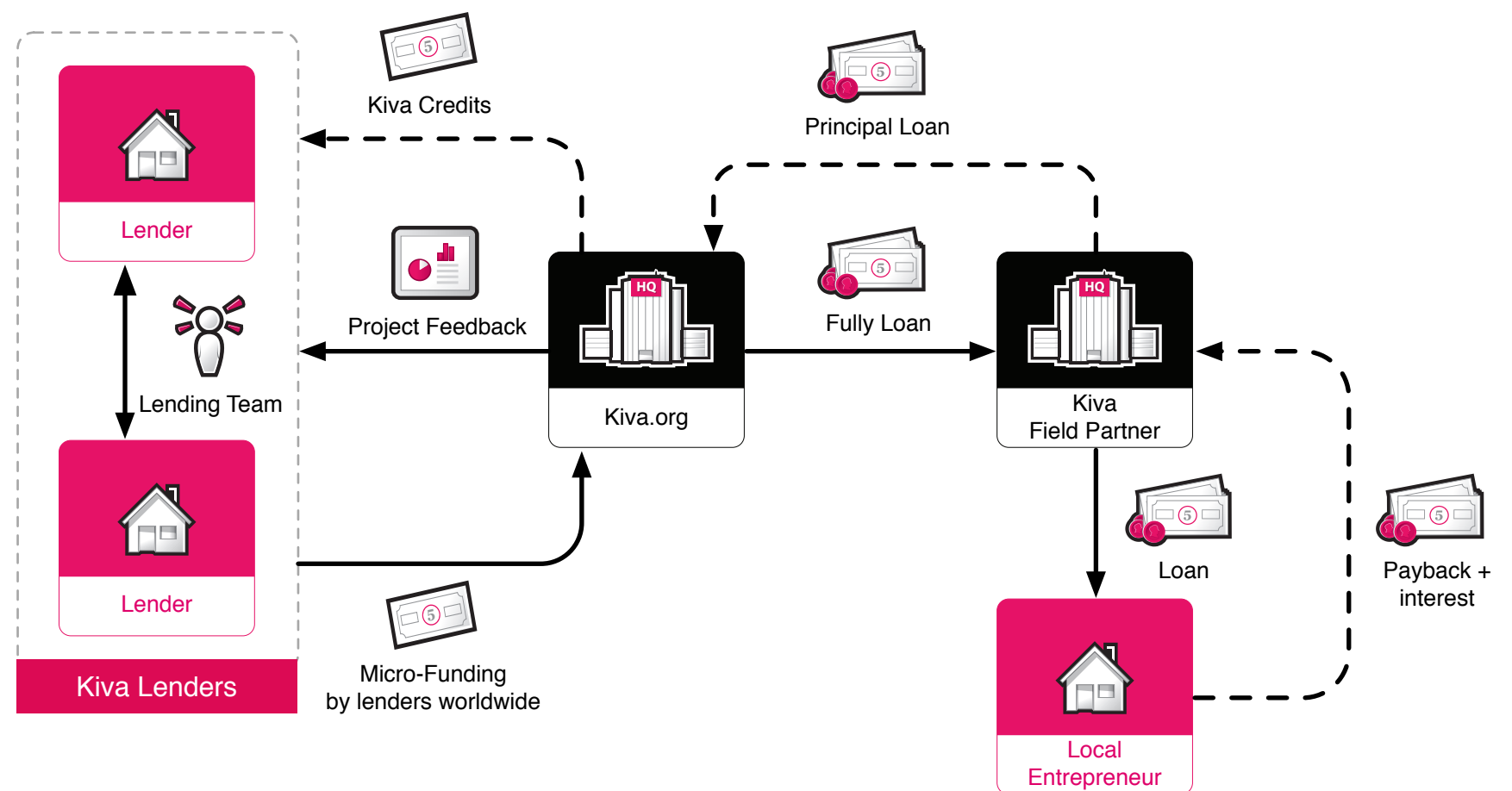
Website:

Cocktail of:



° Non-Profit
° Crowdfunding

BUSINESS MODEL



KICKSTARTER

Kickstarter is a crowdfunding website for creative projects. This means they facilitate gathering money from the general public. People have to apply to Kickstarter in order to have a project posted on the site. Project owners choose a deadline and a target minimum of funds they want to raise to realize their project. If the chosen target is not met by the deadline, then no funds are collected. If, on the other hand, the target is reached, "investors" get rewards in return.

Go to Brainstrom Cards

HQ New York, US



Founded: 2009

Employees 32

Category: Finance

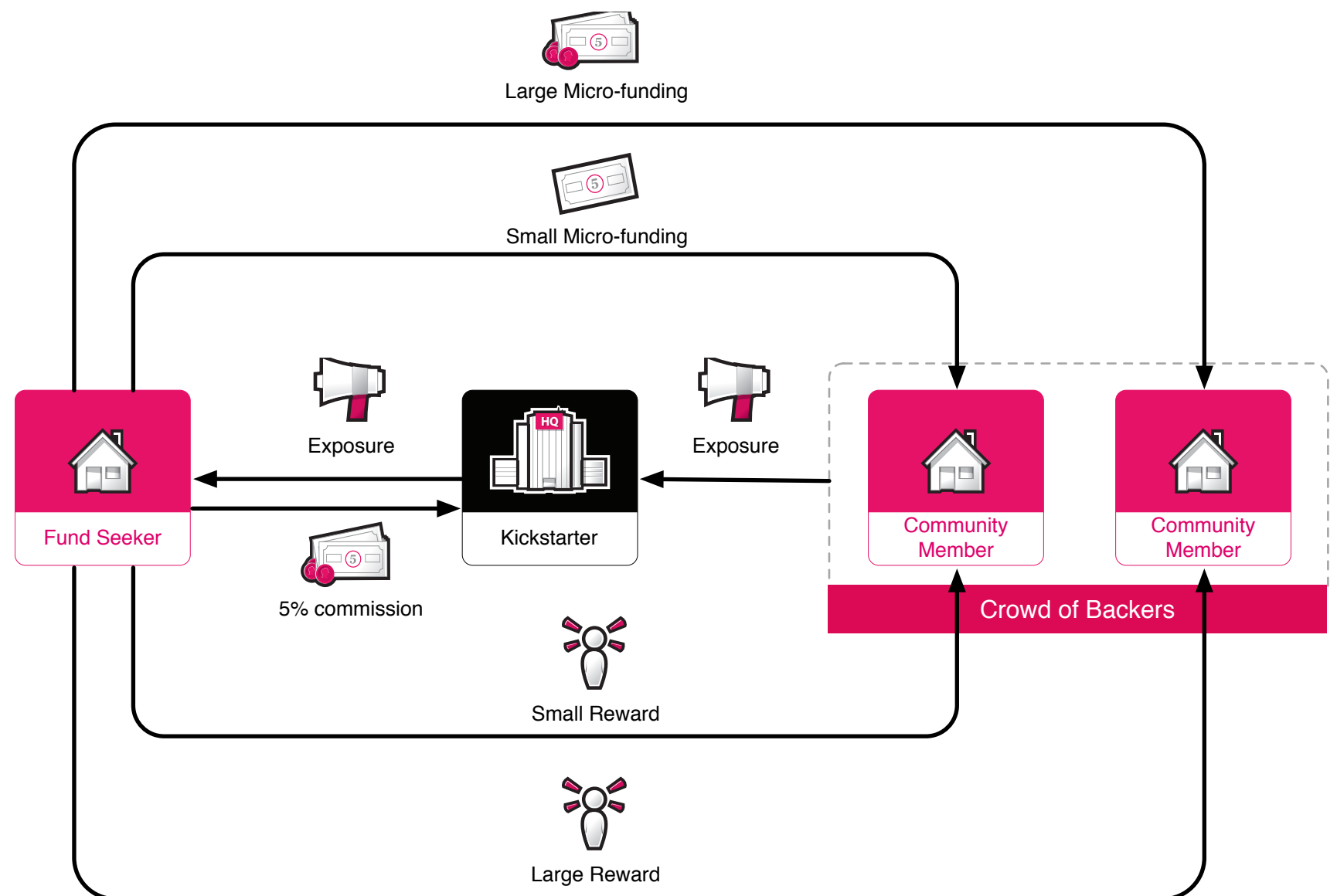
Website:

Cocktail of:



°Crowdfunding
°Reward system

BUSINESS MODEL



Board of Innovation

TEAM FORTRESS

Team Fortress is a free to play team- and class-based online multiplayer video game, developed by VALVe Corporation. It is distributed online through the “Steam” service, a platform that sells or distributes all kinds of online games. As a free-to-play title, Team Fortress gets its income from micro transactions for unique in-game equipment through Steam. People can buy gear, weapons and hats to personalize their character. They can even design their own digital in-game products and sell them through Steam. The game itself revolves around two teams, each with access to nine distinct characters, battling in a variety of game modes set in different environments.

Go to Brainstrom Cards

HQ Bellevue, US



Founded: 1996

Employees



Category: Games & Entertainment

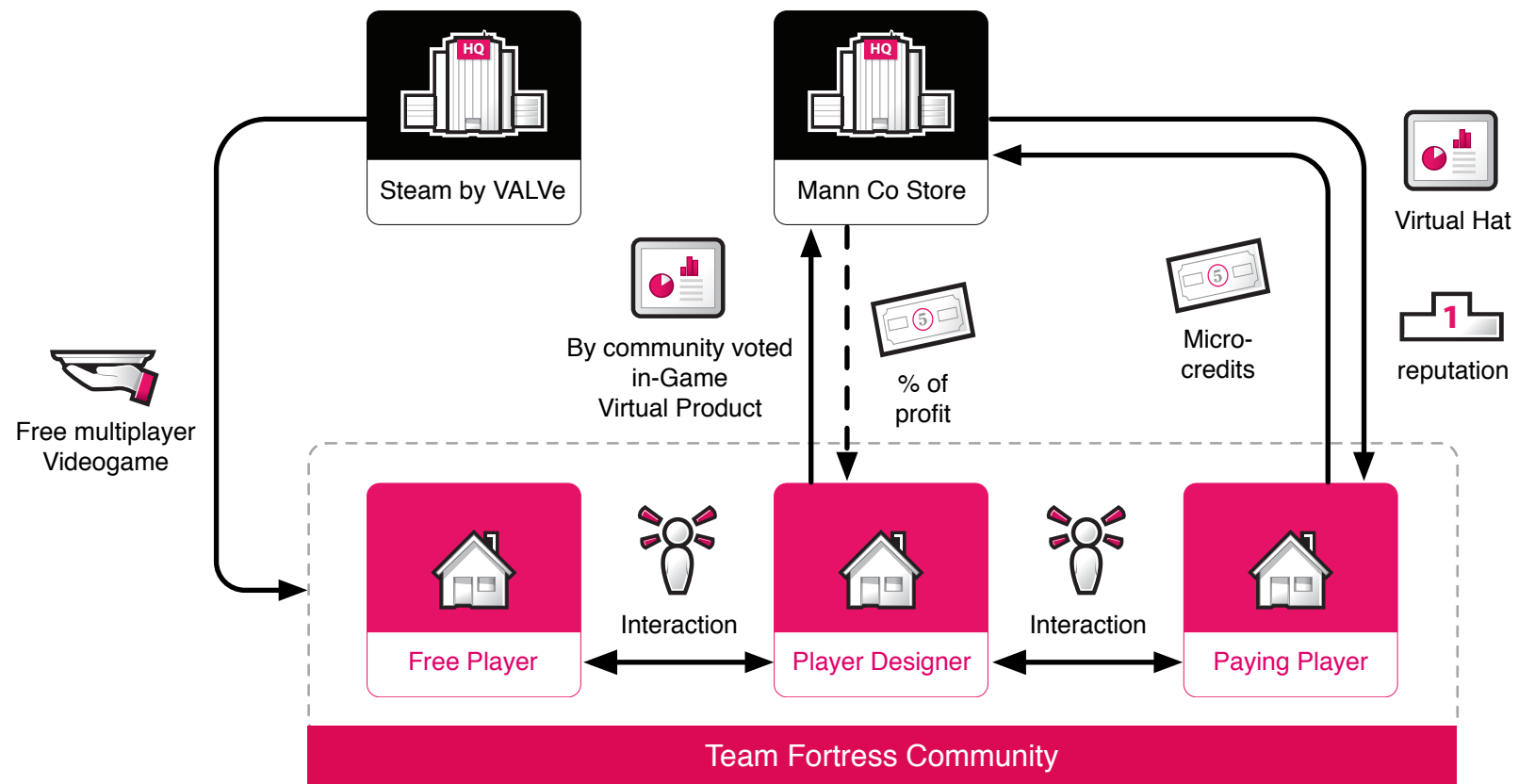
Website:

Cocktail of:



- ° Gaming
- ° Co-Creation
- ° Micro Transactions
- ° Customization

BUSINESS MODEL



Board of Innovation

BABYPLAYS

Babyplays is a subscription service for renting toys. Via their website, parents and grandparents can rent toys for a certain period of time, instead of buying them. People can choose out of several membership plans or just “pay as they go”. All toys are delivered to your home, or can be sent to your vacation address.

Go to Brainstrom Cards

HQ Colorado Springs, US



Founded: 2007

Employees



Category: Consumer Goods

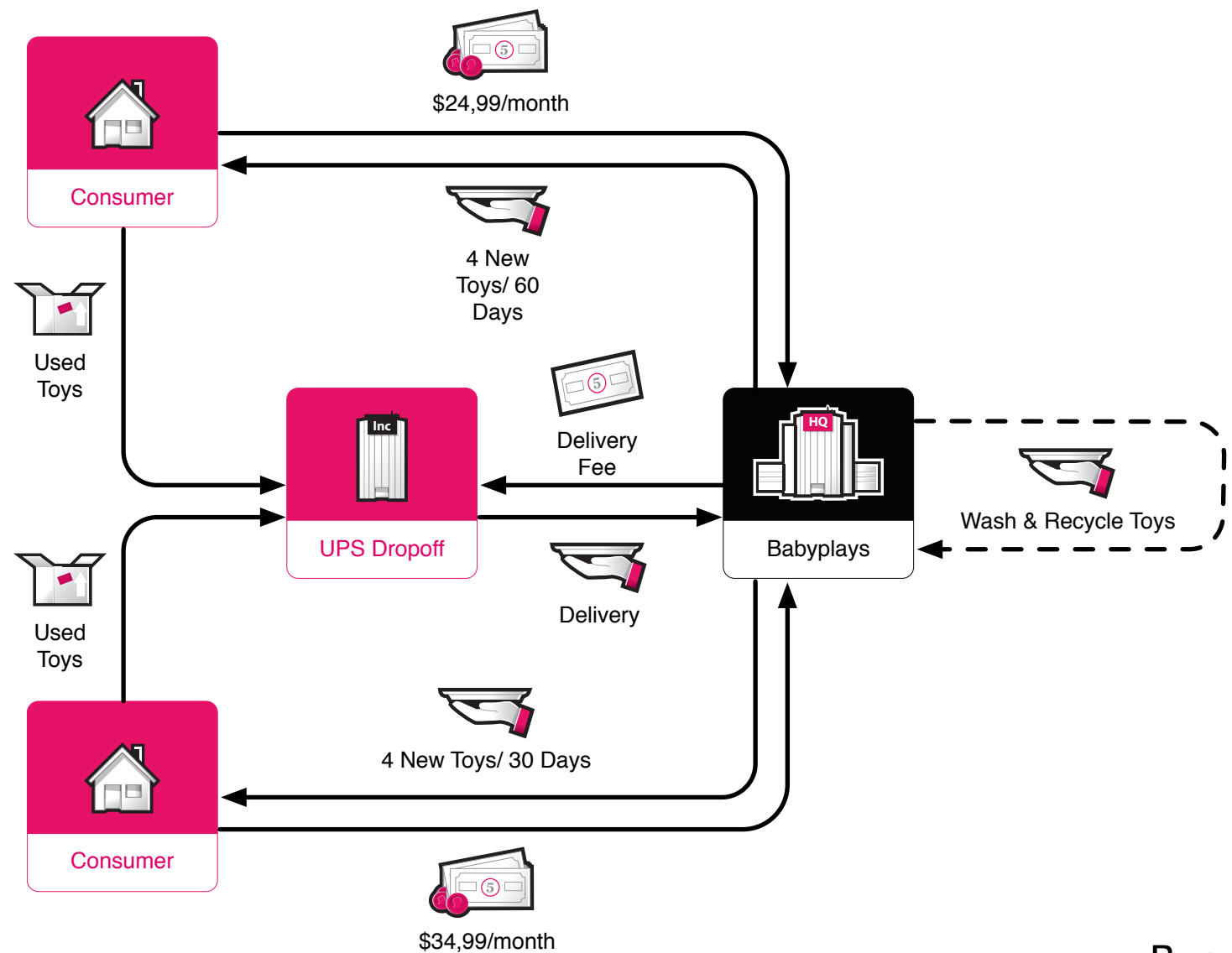
Website:

Cocktail of:



- ° Subscription
- ° Toys
- ° “Green”

BUSINESS MODEL



Board of
Innovation

METRO

Metro International is a worldwide media company that publishes the Metro newspapers. Metro is a freesheet, meaning that its distribution is free, with revenues generated entirely through advertising. The newspaper is primarily intended for commuters who move in and out of big cities' business areas on a daily basis.

[Go to Brainstrom Cards](#)

HQ Luxembourg



Founded: 1995

Employees



Category: News

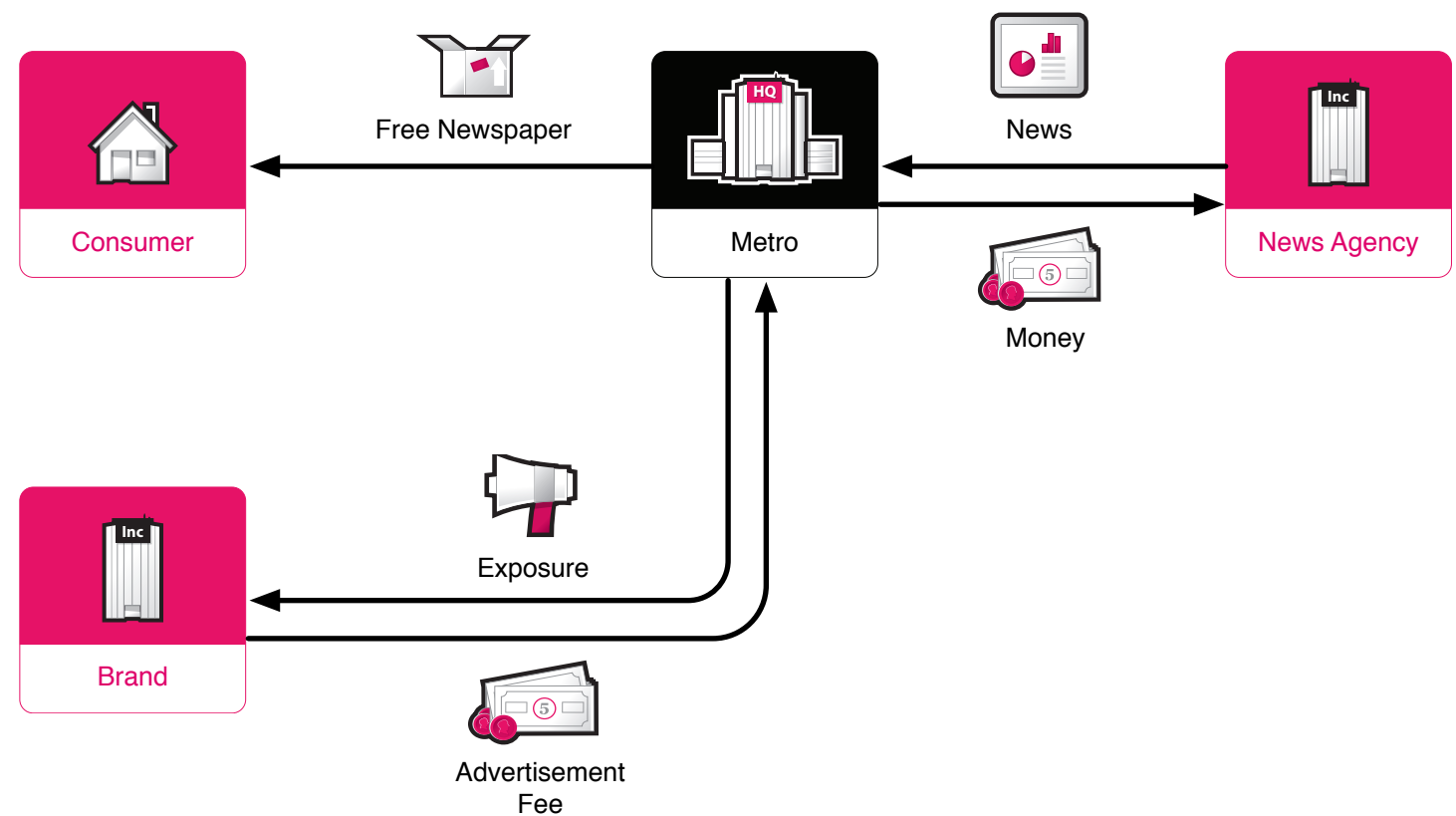
Website:

Cocktail of:



°Paper-Industry
°Advertisement
°Subscription-model

BUSINESS MODEL



Board of
Innovation

U FLAVOR

uFlavor is a beverage company founded on the idea that every person is unique, that every individual has different tastes and different needs. Where other beverage companies make drinks aimed at satisfying the largest number of customers across the broadest demographics, uFlavor only makes drinks for one person. You. You choose your own flavors, your own sweeteners, your own acids, your own functional ingredients, you color it yourself and you create your own label.

Go to Brainstrom Cards

HQ Indianapolis, US



Founded: 2011

5

Employees



Category: Food & Drinks

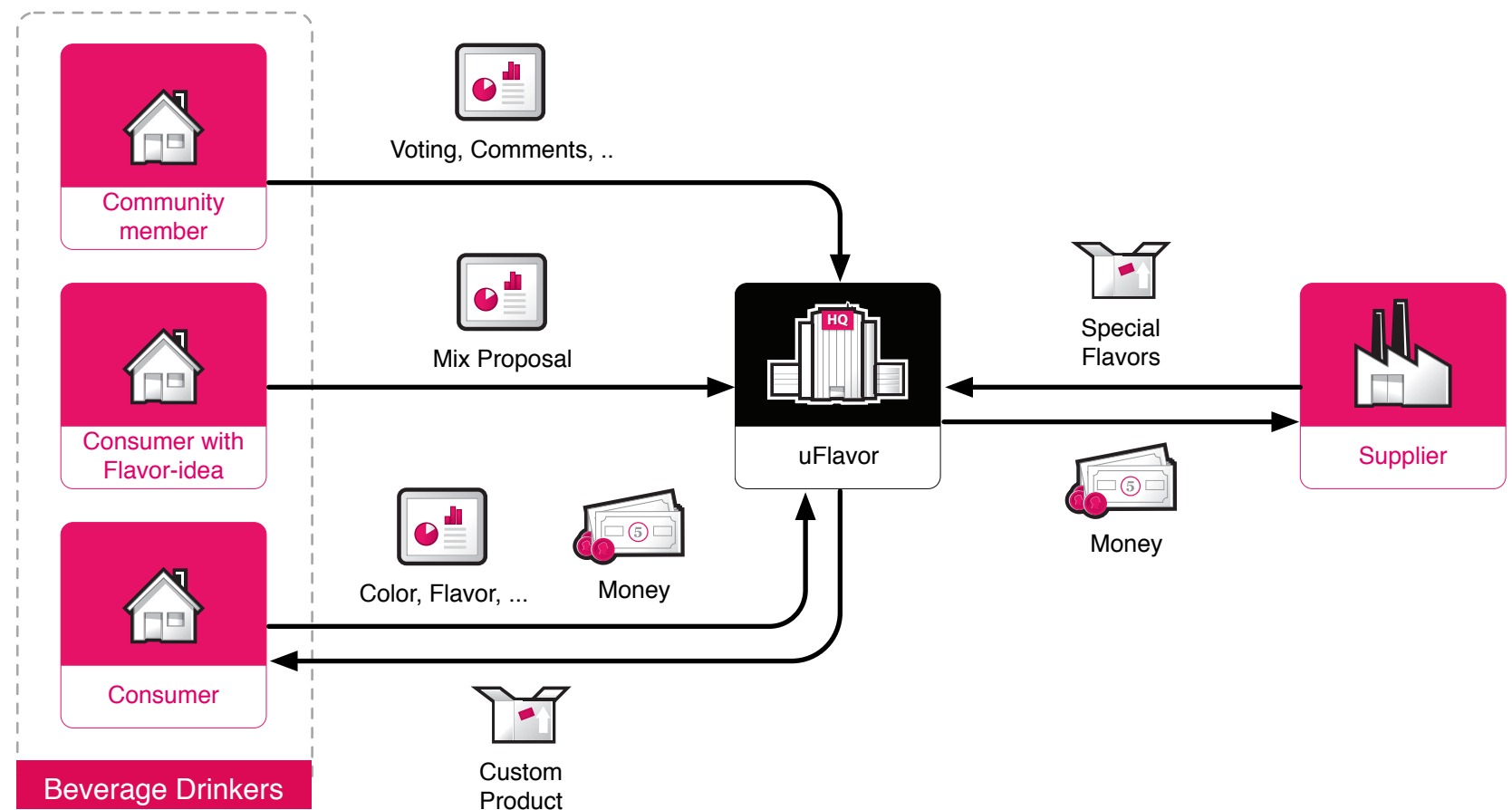
Website:

Cocktail of:



- ° Co-creation
- ° Mass customization
- ° Beverages

BUSINESS MODEL



Board of
Innovation

DROPBOX

Dropbox is a web-based file hosting service that uses cloud storage to enable users to store and share files and folders with others across the internet, using file synchronization. Dropbox has a free basic plan and several payable subscription plans for more storage.

[Go to Brainstrom Cards](#)

HQ San Francisco, US



Founded: 2007

Employees



Category: Network/Hosting

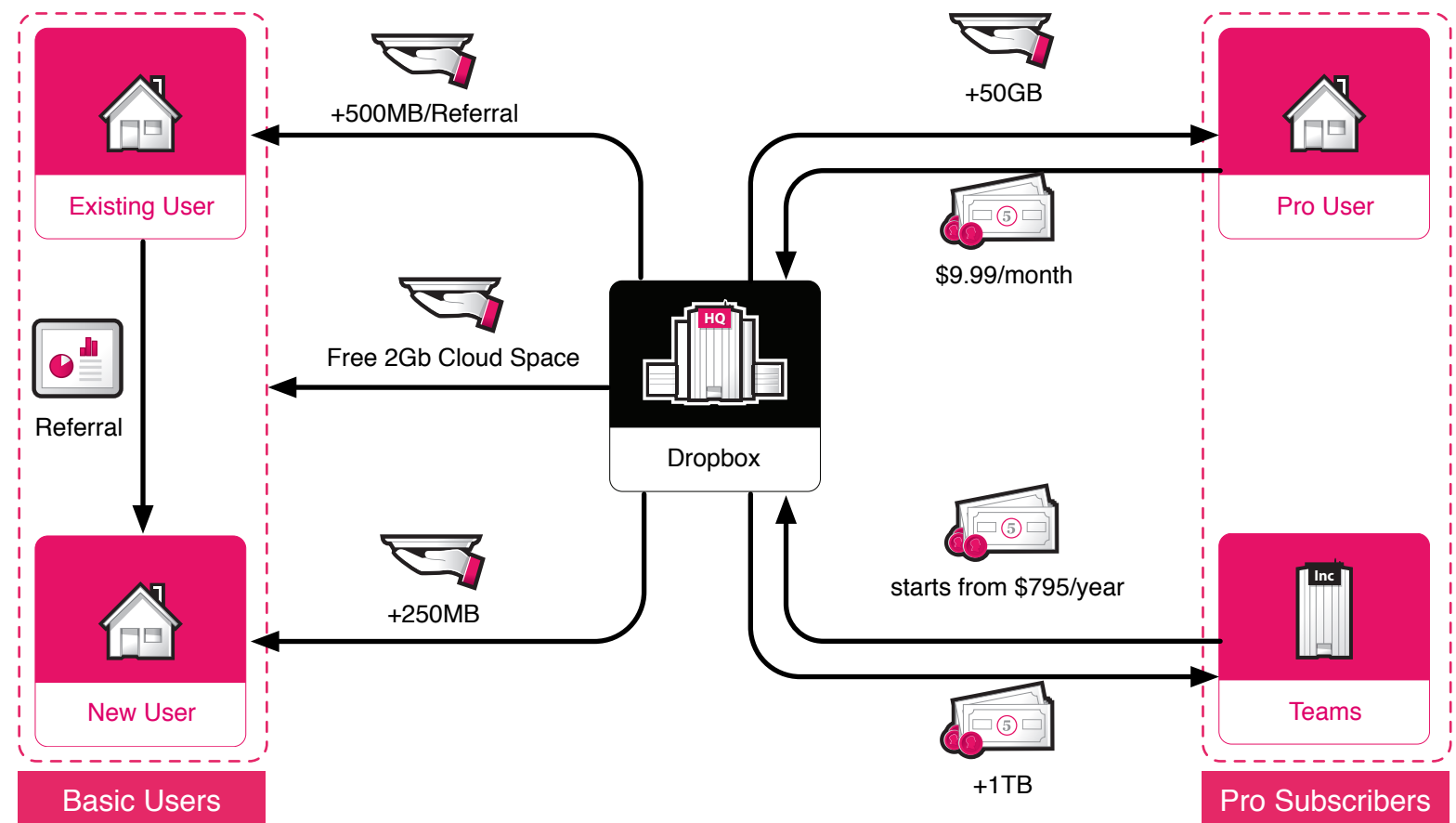
Website:

Cocktail of:



- Freemium-model
- Internet start-up
- Cloud Storage
- Paypal Sign-up Bonus

BUSINESS MODEL



Board of
Innovation

ZIPCAR

ZipCar is an American membership-based car sharing company, providing an easy reservation service to its members, billable by the hour or day. With cars available in all main cities in the US, Canada and UK, ZipCar also focuses on university campuses. With over 650.000 community members (called Zipsters), the ZipCar business model has proven profitable and has been copied worldwide.

Go to Brainstrom Cards

HQ Cambridge, US



Founded: 2000



Category: Transportation

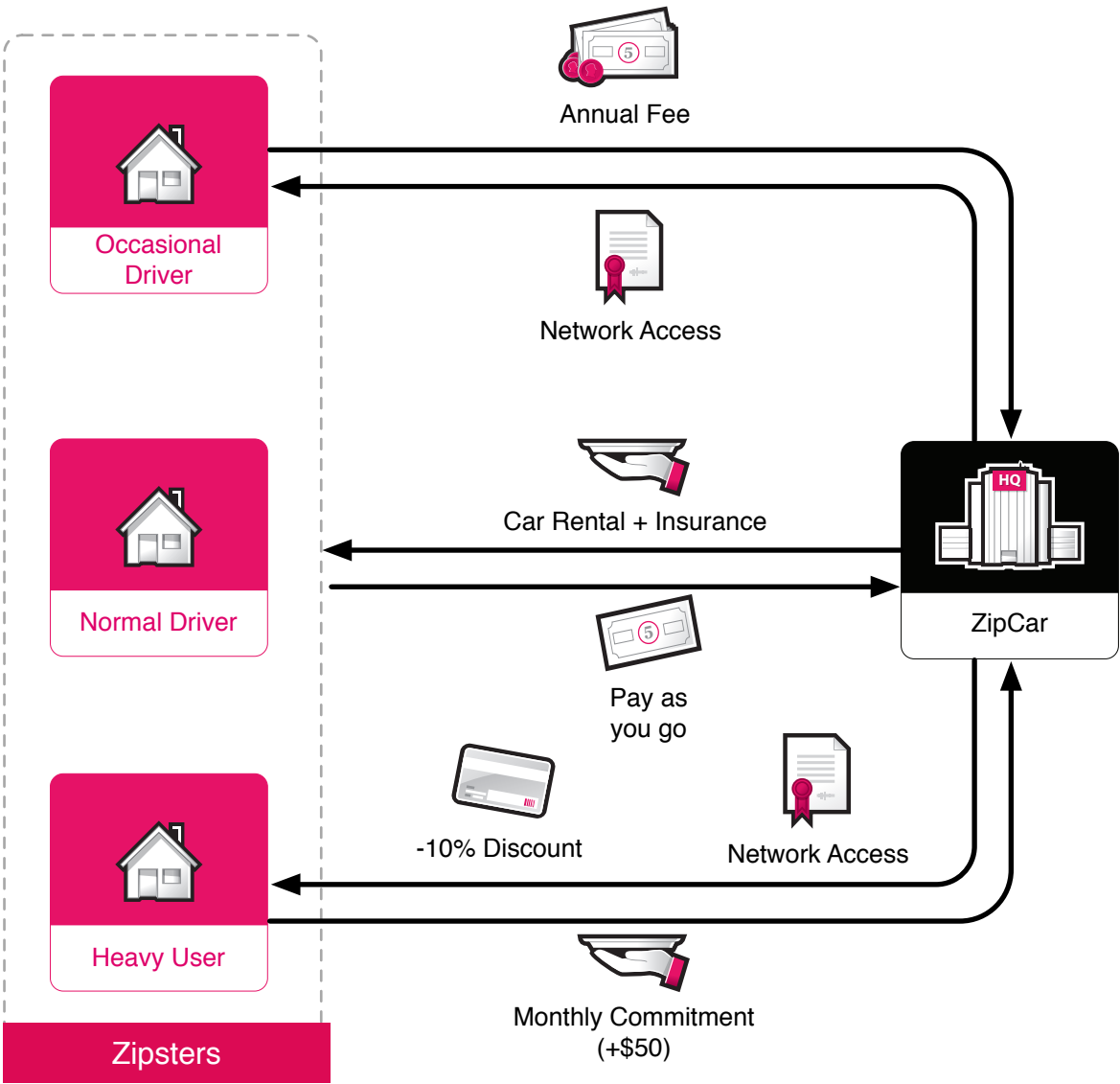
Website:

Cocktail of:



- ° Cars
- ° Collaborative Consumption
- ° Subscription-service

BUSINESS MODEL



Board of Innovation

MANPACKS

Manpacks.com is a web-based service for the delivery of men's essentials, including underwear, razors, condoms, grooming and other products. Sometimes called "Netflix for Underwear", deliveries occur on scheduled 3-month intervals with customers managing their service via internal dashboards where they can modify an upcoming order, delay shipments, or "ship now" to receive products right away.

[Go to Brainstrom Cards](#)

HQ Providence, US



Founded: 2010

Employees



Category: eCommerce

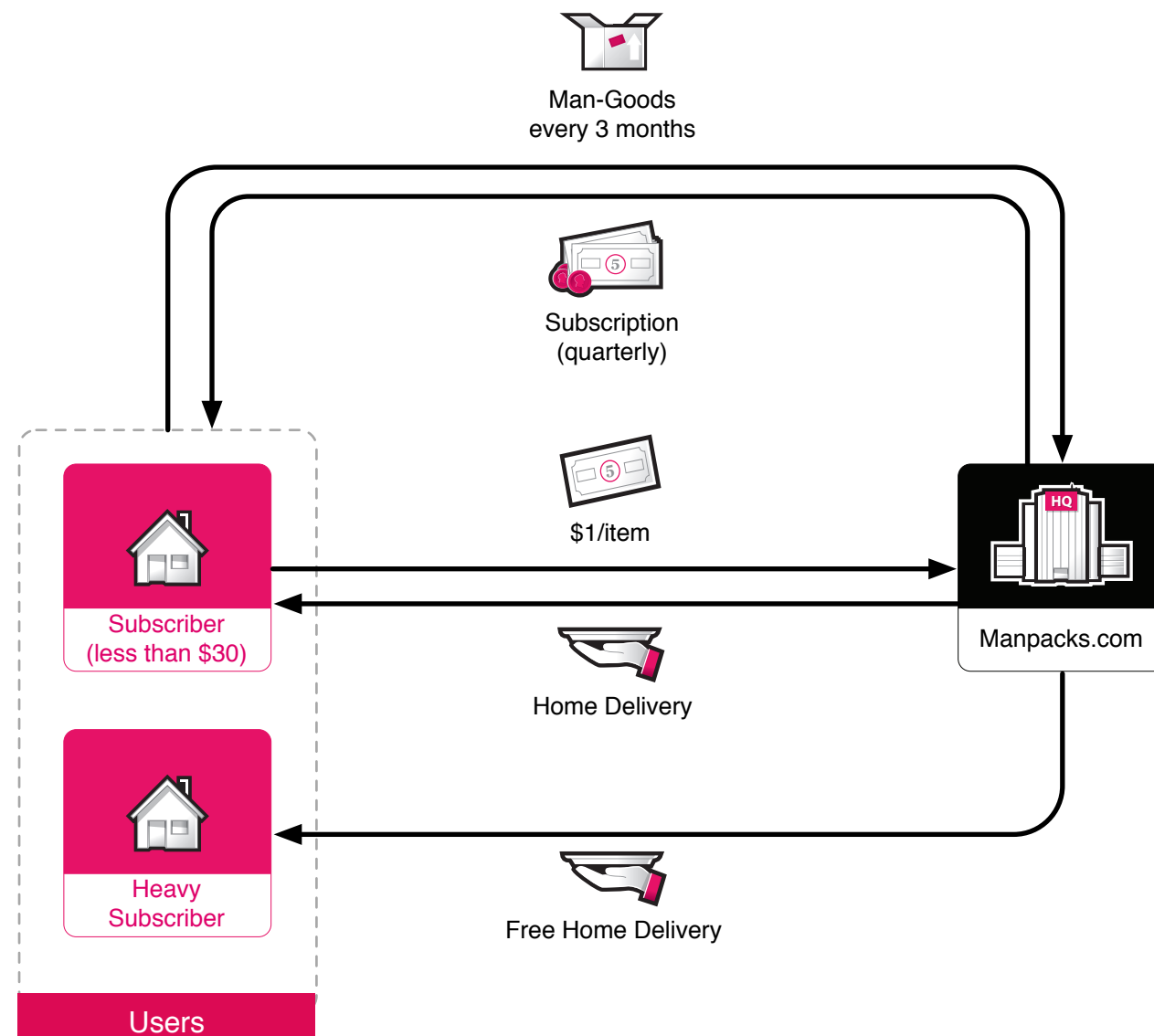
Website:

Cocktail of:



- ° Subscription
- ° Consumer Goods

BUSINESS MODEL



Board of
Innovation

NESPRESSO

Nespresso is the brand name of Nesl  Nespresso S.A., an operating unit of the Nestl  Group. Nespresso machines brew espresso from patented coffee capsules, a type of pre-packed single-use container of ground coffee and flavourings. With their special club system, they built an experience model around a commodity. The concept (machines, capsules, service) is subject to over 1700 patents, which protect Nespresso's ownership until the first patent expires (2012).

Go to Brainstrom Cards

HQ Lausanne, Switzerland



Founded: 1988

Employees 5K

Category: Food & Beverages

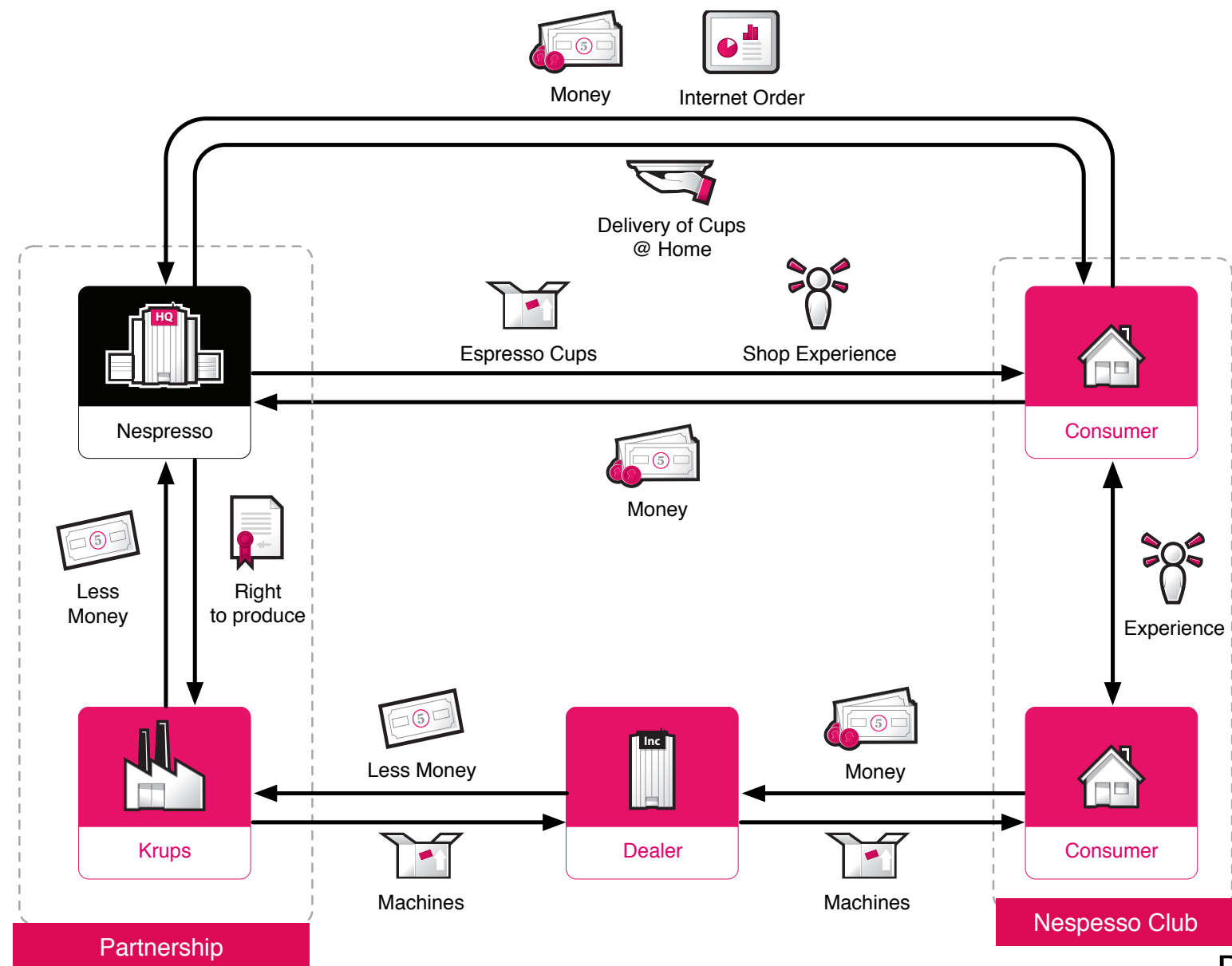
Website:

Cocktail of:



-   Coffee
-   Bait & Hook
-   Experience

BUSINESS MODEL



Board of Innovation

WAZE

Waze is a social traffic & navigation app based on the world's largest community of drivers sharing real time road info and contributing to the "common good" out there on the road. By simply driving around with Waze activated, users passively contribute traffic and other road data. Users can take a more active role by sharing road reports on accidents, police traps, or any other hazards along the way, informing other users in the area about what lies ahead.

Go to Brainstrom Cards

HQ California, US



Founded: 2009

Employees 40

Category: Mobile/Wireless

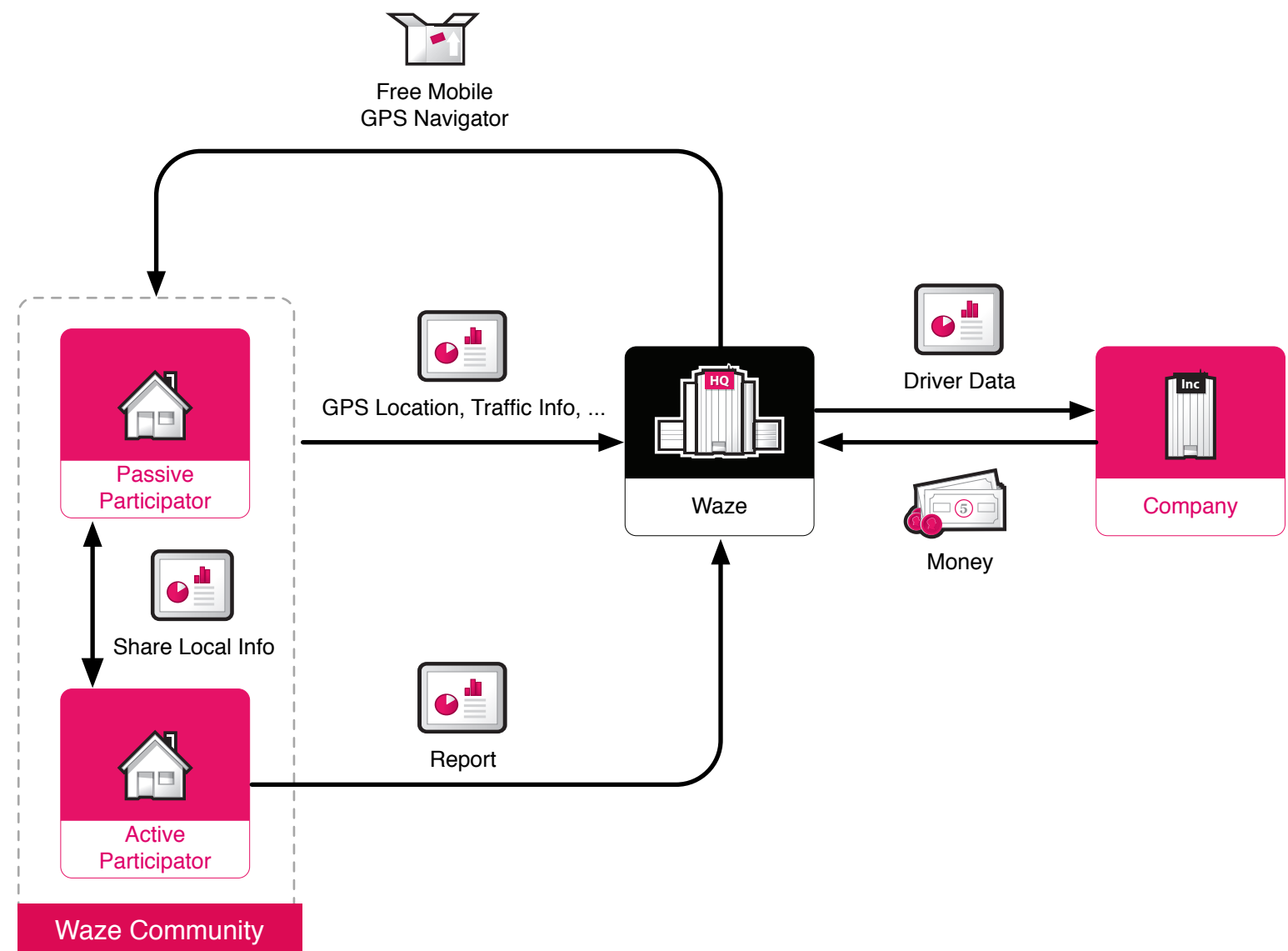
Website:

Cocktail of:



- ° Mobility
- ° Crowd-Sourcing
- ° Data

BUSINESS MODEL



Board of
Innovation

SMARTBOX

Smartbox is a kind of gift card that can be exchanged for a selection of activities and destinations within a given theme. Smartbox is presented in a gift box featuring a color guidebook with full details of each activity or getaway. The recipient selects an experience, makes the reservation directly with the establishment (contact details are provided in the guidebook) and redeems the gift card upon arrival.

Go to Brainstrom Cards

HQ New Jersey, US



Founded: 2000

Employees



Category: Leisure & Travel

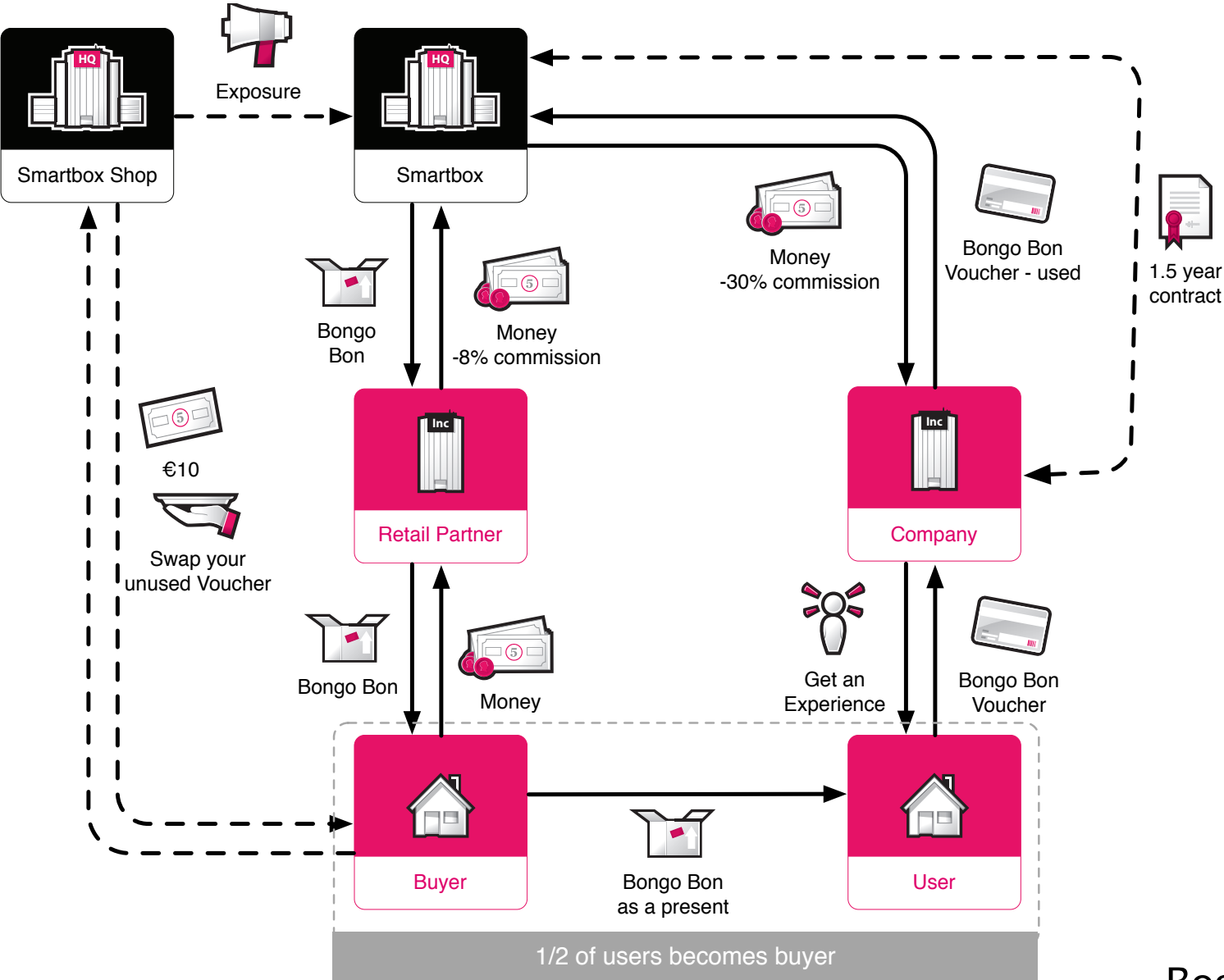
Website:

Cocktail of:



- ° Leisure
- ° Exposure
- ° Experience

BUSINESS MODEL



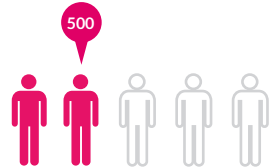
Board of Innovation

Quirky is an industrial design company that uses crowdsourcing to determine which products to design and to manufacture. The company collects ideas for new products via its website. Ideas are then voted for by community members, as well as by employees of the company. Products that are chosen will be designed, manufactured and marketed by Quirky. The inventor of the product and any other contributors receive up to 30% of any resulting revenue.

HQ New York, US



Employees



Website:

Cocktail of:



- °Product Development
- °Co-Creation
- °Crowdfunding

The diagram illustrates the Quirky business model flow:

- Product Idea Initiator** (Inc icon) provides a **New Product Idea** (graph icon) and **\$10** (cash icon) to **Quirky.com** (HQ icon).
- Supplier** (factory icon) provides **Production only starts when enough presales** (box icon) to **Quirky.com**.
- Quirky.com** provides **Co-Design Product** (hand icon) to the **Design Company** (Inc icon).
- Quirky.com** provides **part of 30% profit based on contribution** (cash icon) to the **Design Company**.
- Quirky.com** provides **part of 30% profit based on contribution** (cash icon) to the **Product Designer** (house icon).
- Quirky.com** provides **part of 30% profit based on contribution** (cash icon) to the **Possible Buyer** (house icon).
- Community** (dashed box) provides **Presale** (graph icon) to **Quirky.com**.
- Quirky.com** provides **Exposure** (megaphone icon) to the **Possible Buyer**.
- Quirky.com** provides **New Product** (box icon) and **Money** (cash icon) to the **Product Buyer** (house icon).

Board of Innovation



GROUPON

Groupon features a daily deal for the best stuff to do, see, eat, and buy in more than 565 cities around the world. By promising businesses a minimum number of customers, Groupon can offer deals that aren't available elsewhere. Groupon originated the concept of using collective buying to get a daily deal on local goods and services, and is a spinoff of ThePoint.com, an online community launched in 2007 for organizing all forms of group action and fund-raising around a "tipping point" of required participants.

Go to Brainstrom Cards

HQ Chicago, US



Founded: 2008



Category: Consumer Web

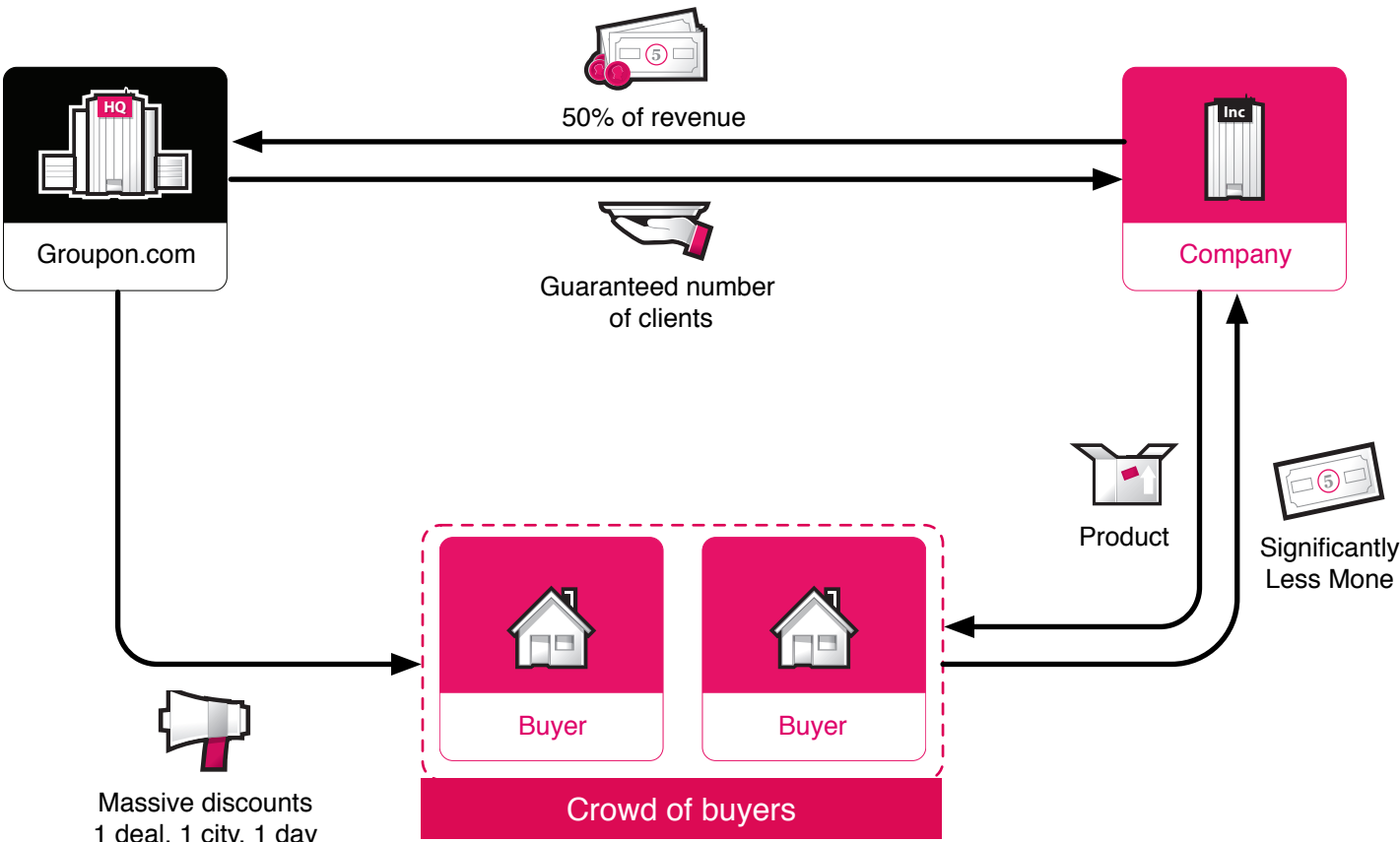
Website:

Cocktail of:



- ° Group-Buying
- ° Game mechanics

BUSINESS MODEL



Board of Innovation

GOOGLE ADWORDS

Google AdWords is Google's main advertising product and main source of revenue. AdWords offers pay-per-click (PPC) advertising, cost-per-thousand (CPM) advertising, and site-targeted advertising for text, banner, and rich-media ads. The AdWords program includes local, national, and international distribution.

Go to Brainstrom Cards



Founded: 2000



Category: Online Advertising

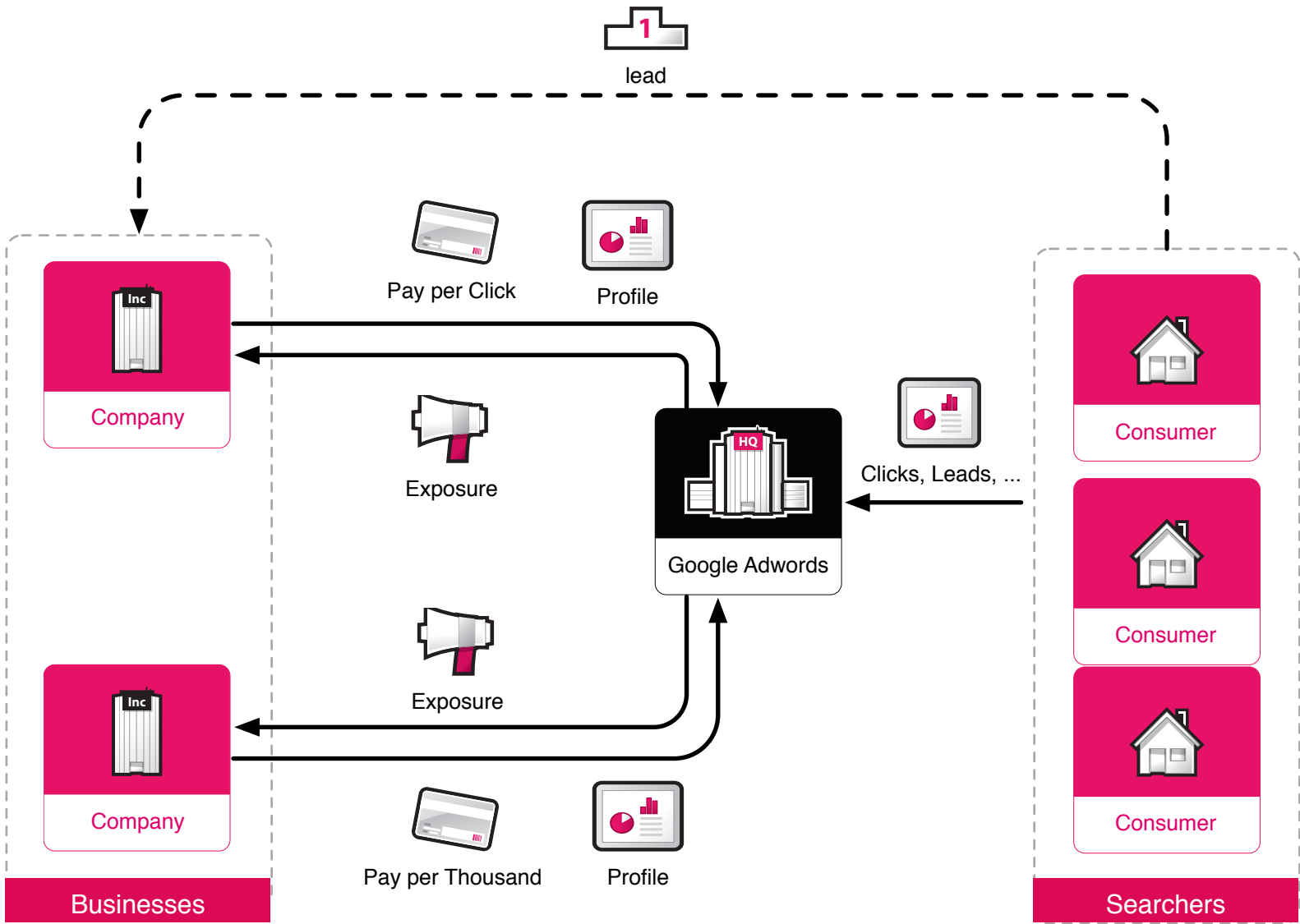
Website:

Cocktail of:



- ° Advertising
- ° Pay per Click

BUSINESS MODEL



Board of Innovation



ZYNGA

Zynga is a social network game development company. The company develops browser-based games that work both stand-alone and as application widgets on social networking websites such as Facebook, Google+, Myspace, etc. Five of Zynga's games (CityVille, Castleville, Zynga Poker, Farmville and Empires & Allies) are among the most widely used game applications on Facebook.

Go to Brainstrom Cards

HQ San Francisco, US



Founded: 2007

Employees 3K

Category: Games & Entertainment

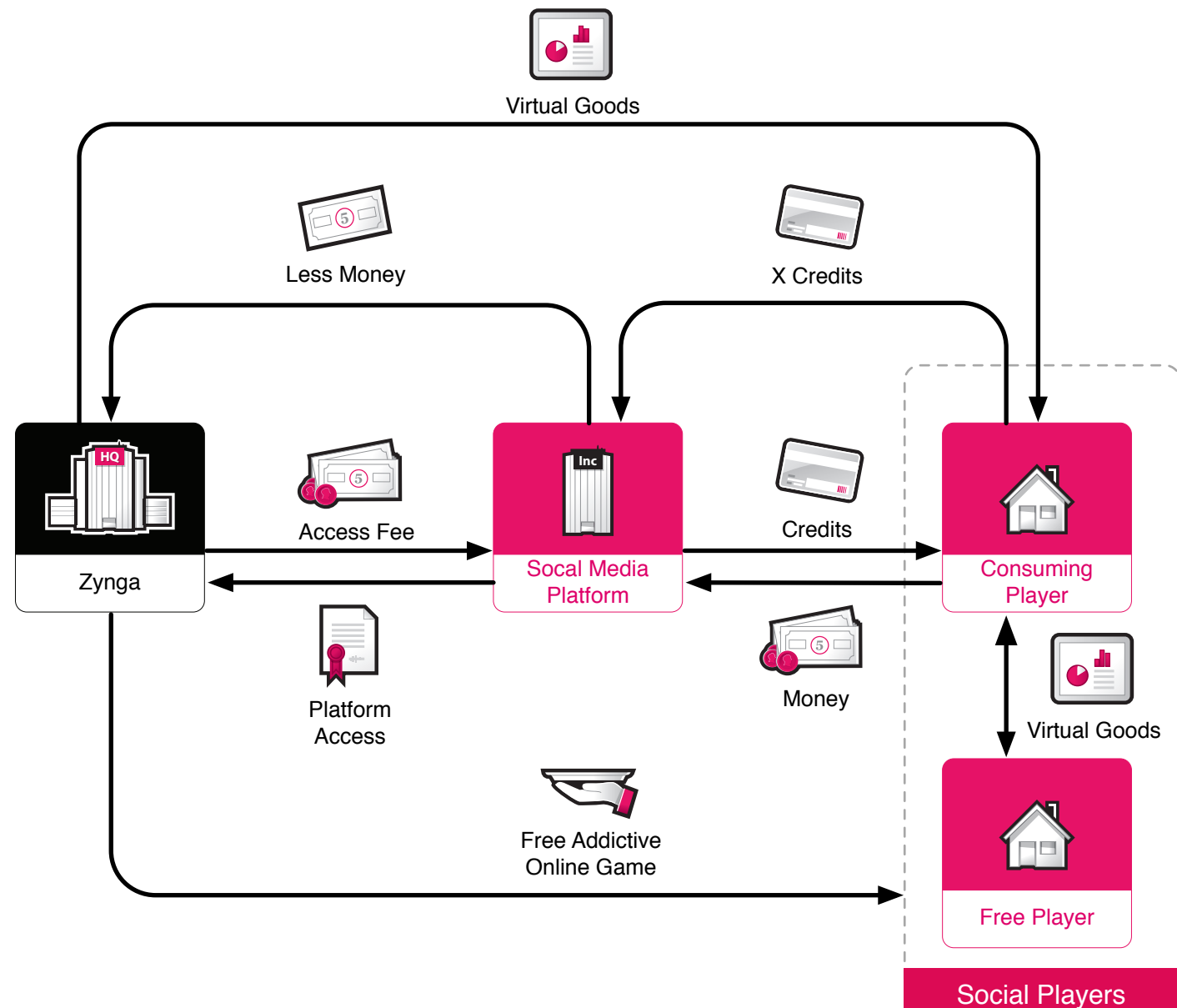
Website:

Cocktail of:



- ° Social Media
- ° Game Mechanics
- ° Virtual Credits

BUSINESS MODEL



Board of Innovation

GIFF GAFF

GiffGaff is a mobile phone service, based in the United Kingdom. It operates as an MVNP (Mobile Virtual Network Operator) using the O2 network. GiffGaff differs from conventional mobile phone operators by letting their users participate in certain aspects of the company's operation, e.g. sales, customer service and marketing. In return for this activity, the users receive remuneration through a system called "Payback", which they can use to top-up their bills, give to charity or receive in cash.

Go to Brainstrom Cards

HQ Beaconsfield, UK



Founded: 2009



Category: Telecom

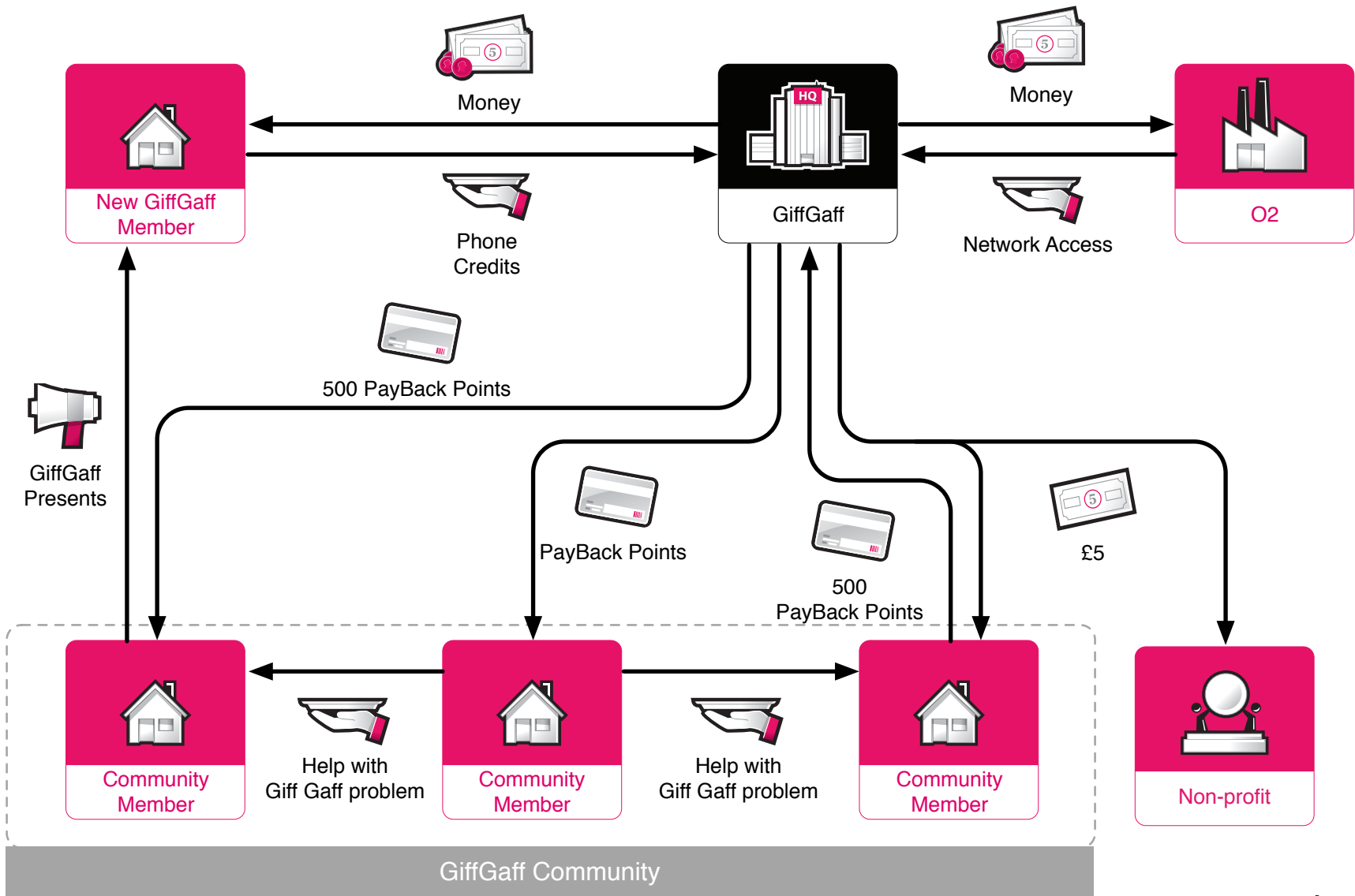
Website:

Cocktail of:



- Telecom
- Co-Creation
- Referral programs

BUSINESS MODEL



Board of Innovation

TIME BANK

Time Banks are systems where people don't pay with money, but with time. Time Bank members earn credit in Time Dollars for each hour they spend helping other members of the community. Services offered by members in Time Banks include: Child Care, Legal Assistance, Language Lessons, and Home Repair, among other things. Time Dollars earned are then recorded at the Time Bank to be accessed when desired. A Time Bank can be as simple as a pad of paper, but the system was originally intended to take advantage of computer databases for record keeping.

[Go to Brainstrom Cards](#)

HQ **London, UK**



Founded: **1998**

Employees



Category: **Finance**

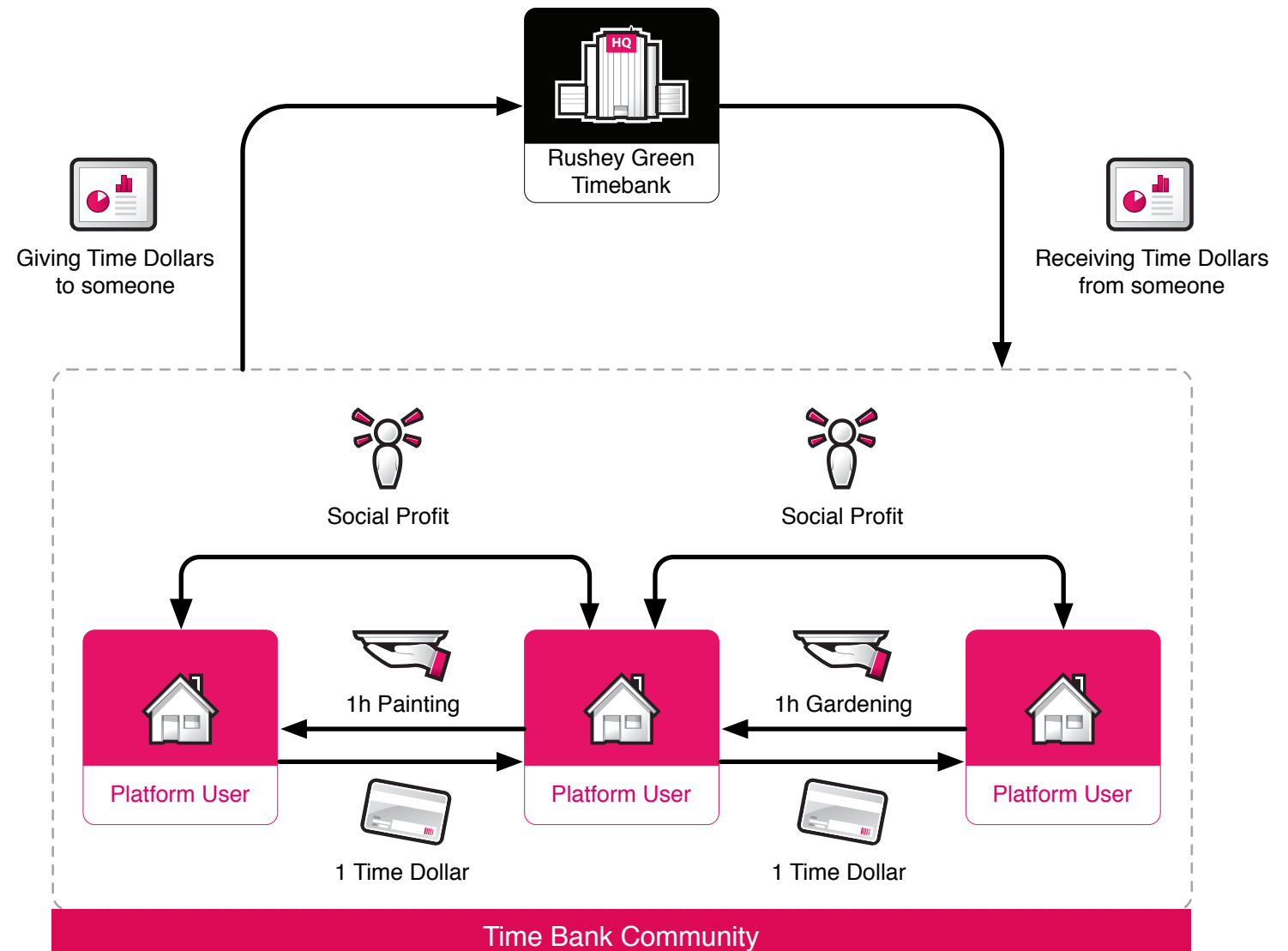
Website:

Cocktail of:



- ° Alternative Currencies
- ° Time
- ° Health Care

BUSINESS MODEL



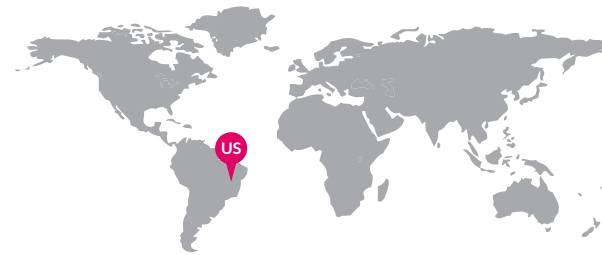
Board of
Innovation

IGLUU

Igluu is a free Brazilian service that lets consumers create cooking profiles in order to receive weekly profile-based menus set up by chefs. From the menu, people can put together shopping lists online using a computer or smartphone. Igluu shows them which participating store offers the best deal. People can order all ingredients for their meals to be delivered at home on a weekly basis.

Go to Brainstrom Cards

HQ **BRAZIL**



Founded: **2011**

Employees



Category: **Retail**

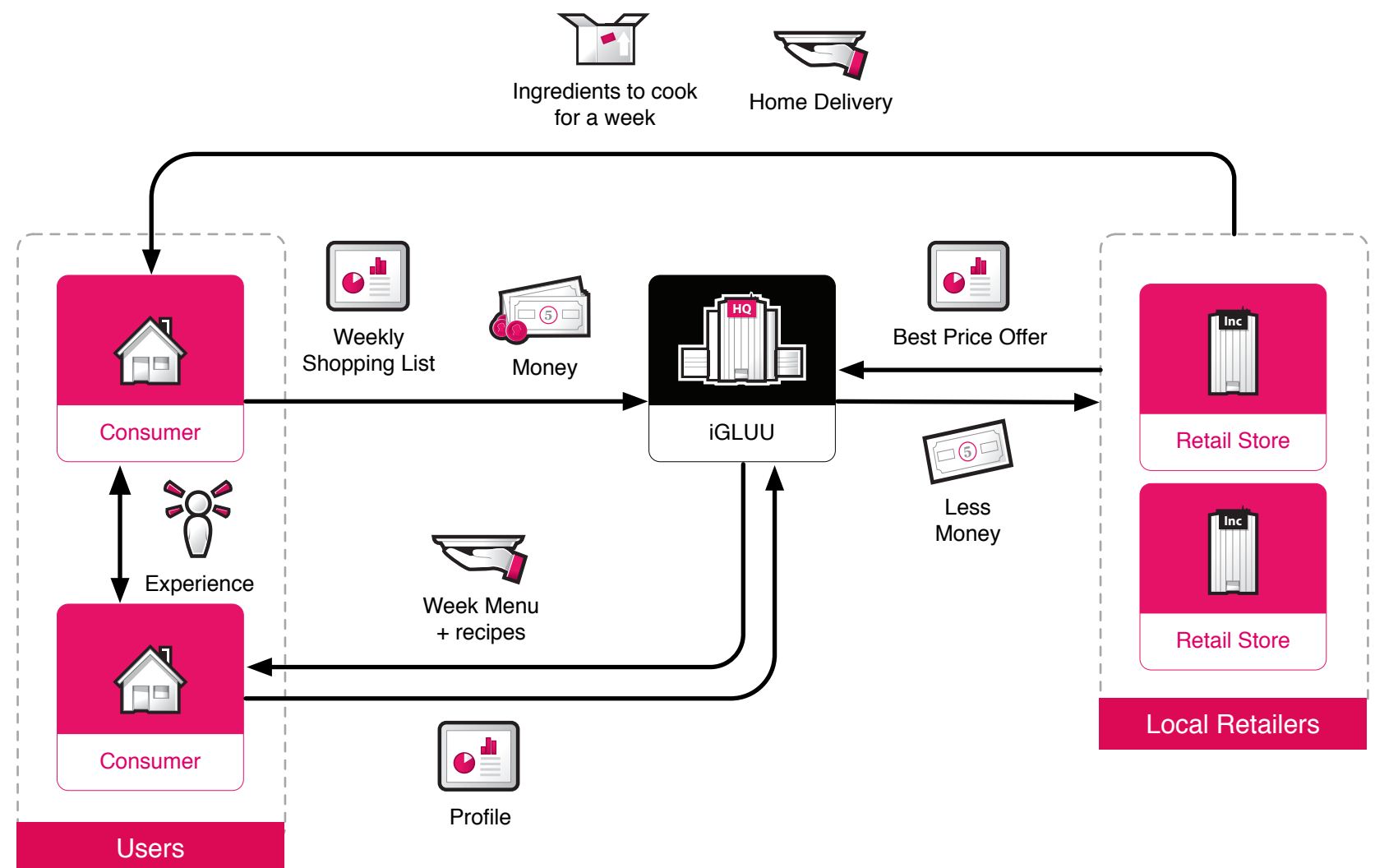
Website:

Cocktail of:



- ° Retail
- ° Group Buying
- ° Profile Scanning
- ° Bricks & Clicks Model

BUSINESS MODEL



Board of Innovation

KLOUT

Klout allows users to track the impact of their opinions, links and recommendations across a “social graph”. Data is collected from the content users create, how others interact with that content and the size and composition of their networks. Klout identifies influencers and provides tools for users to monitor their influence.

Go to Brainstrom Cards

HQ San Francisco, US



Founded: 2008

40

Employees



Category: Search

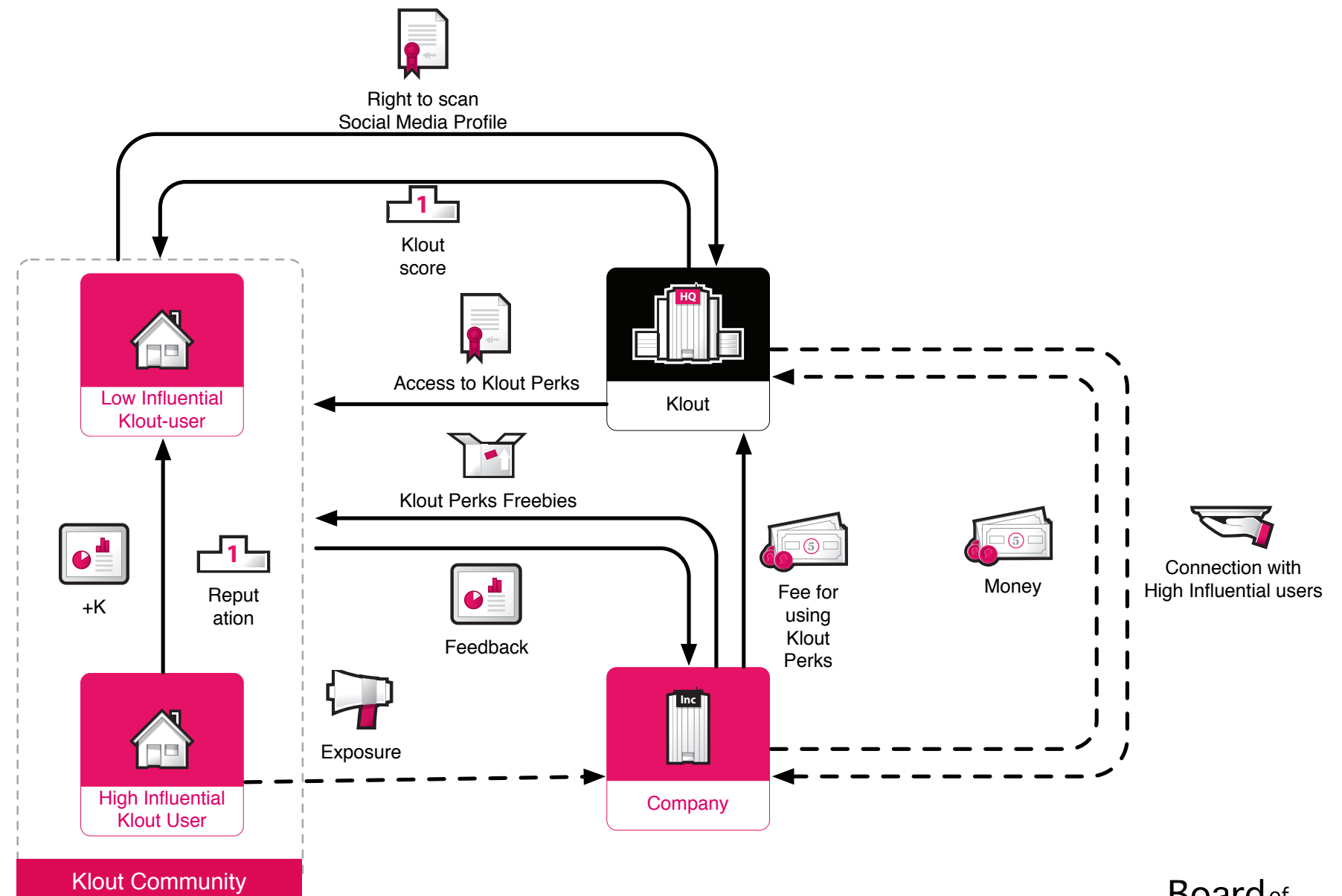
Website:

Cocktail of:



- ° Reputation
- ° Influence
- ° Data
- ° Social Media

BUSINESS MODEL



Board of Innovation

[Go to Brainstrom Cards](#)

HQ San Francisco, US



Founded: 2008

80

Employees



Category: Consumer Web

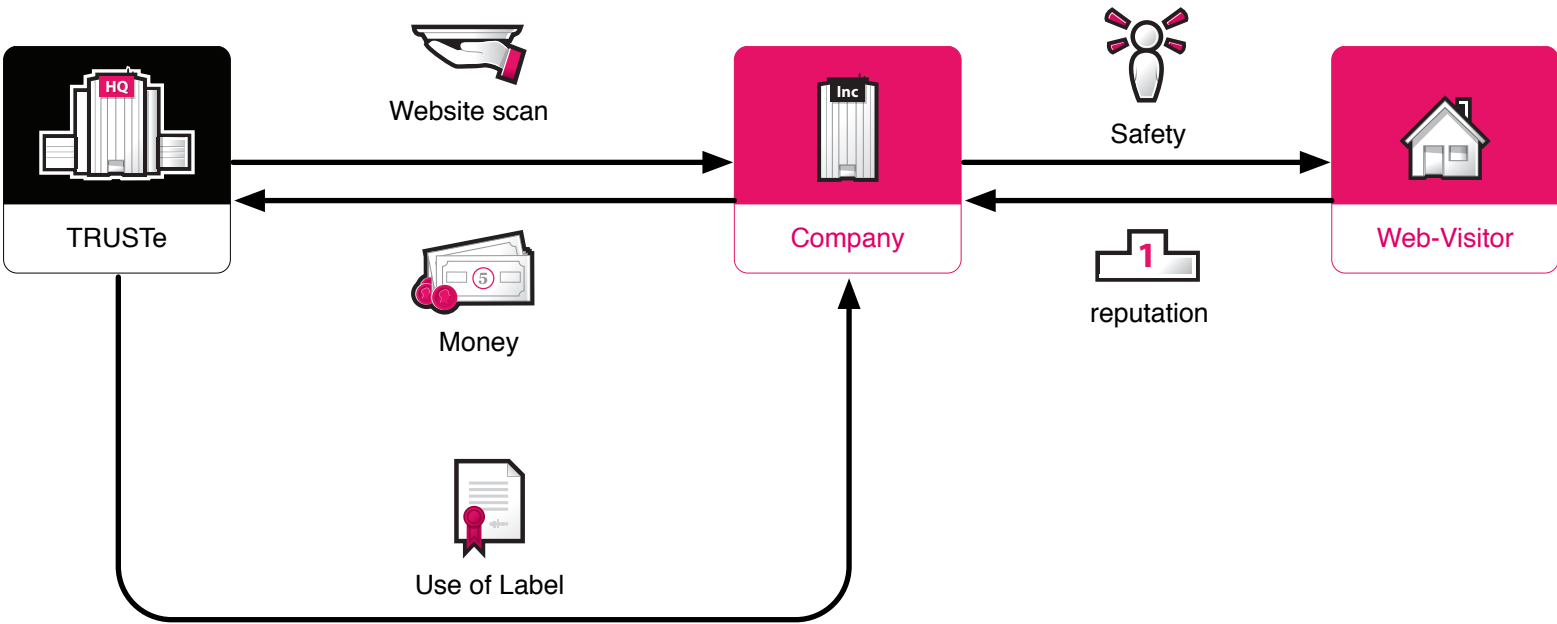
Website:

Cocktail of:



- ° Label
- ° Privacy
- ° Online Services

BUSINESS MODEL



Board of Innovation

LANDSHARE

Landshare.net is a matchmaking web-based project to facilitate garden sharing. Garden sharing is a local food and urban arrangement where landowners allow a gardener access to land, typically a front or back yard, in order to grow food. In return, landowners receive a part of the harvest.

[Go to Brainstorm Cards](#)

HQ **UK**



Founded: **2009**

Employees



Category: **Food & Drinks**

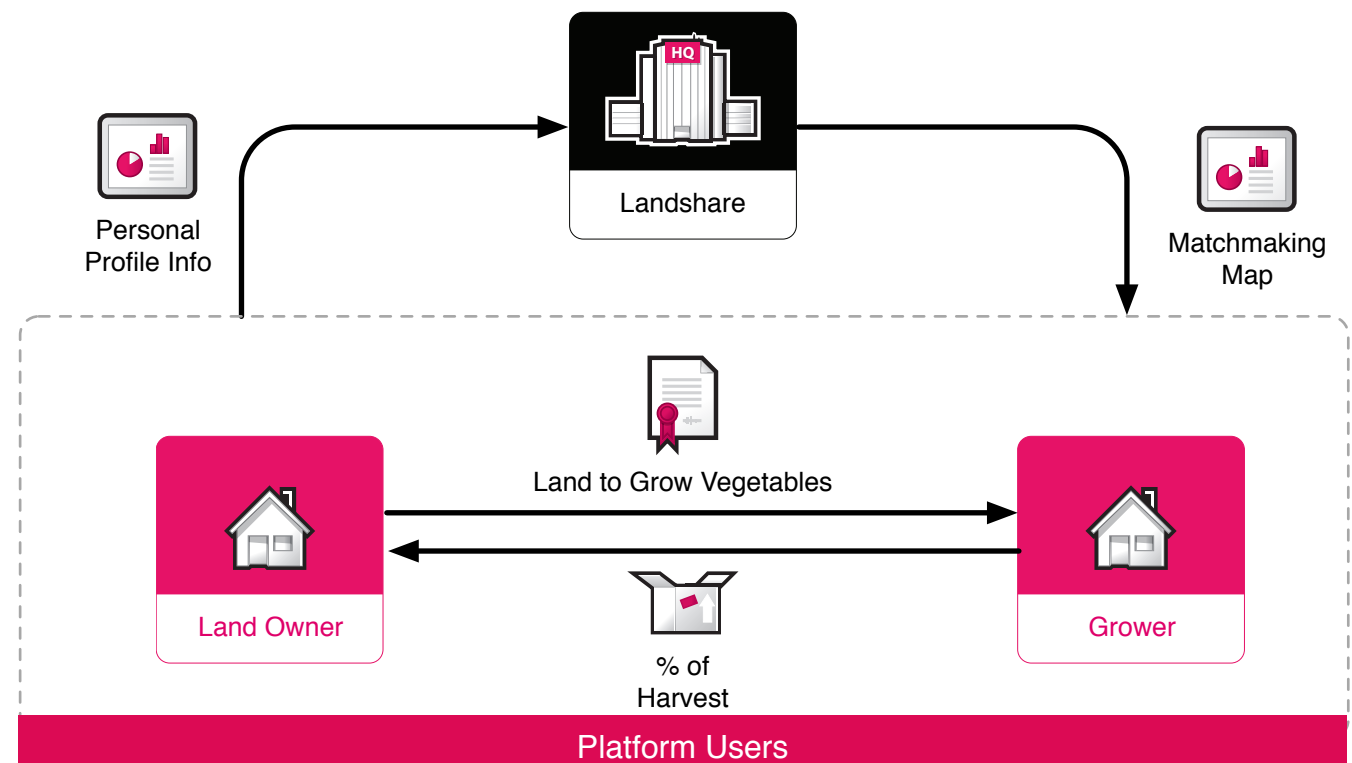
Website:

Cocktail of:



° Collaborative Consumption
° Vegetables

BUSINESS MODEL



Board of
Innovation



STARBUCKS

Starbucks is an international coffee company and the largest chain of coffee shops in the world. Some of the stores operate through a franchise model, others are part of a joint venture with other companies. Due to their respect for fair trade and special initiatives such as “My Starbucks idea”, partnerships with Apple’s iTunes and their own morning news program, Starbucks was able to transform the perception of drinking coffee from purchasing a commodity to being an experience.

Go to Brainstrom Cards

HQ Seattle, US



Founded: 1974

Employees 37K

Category: Food & beverages

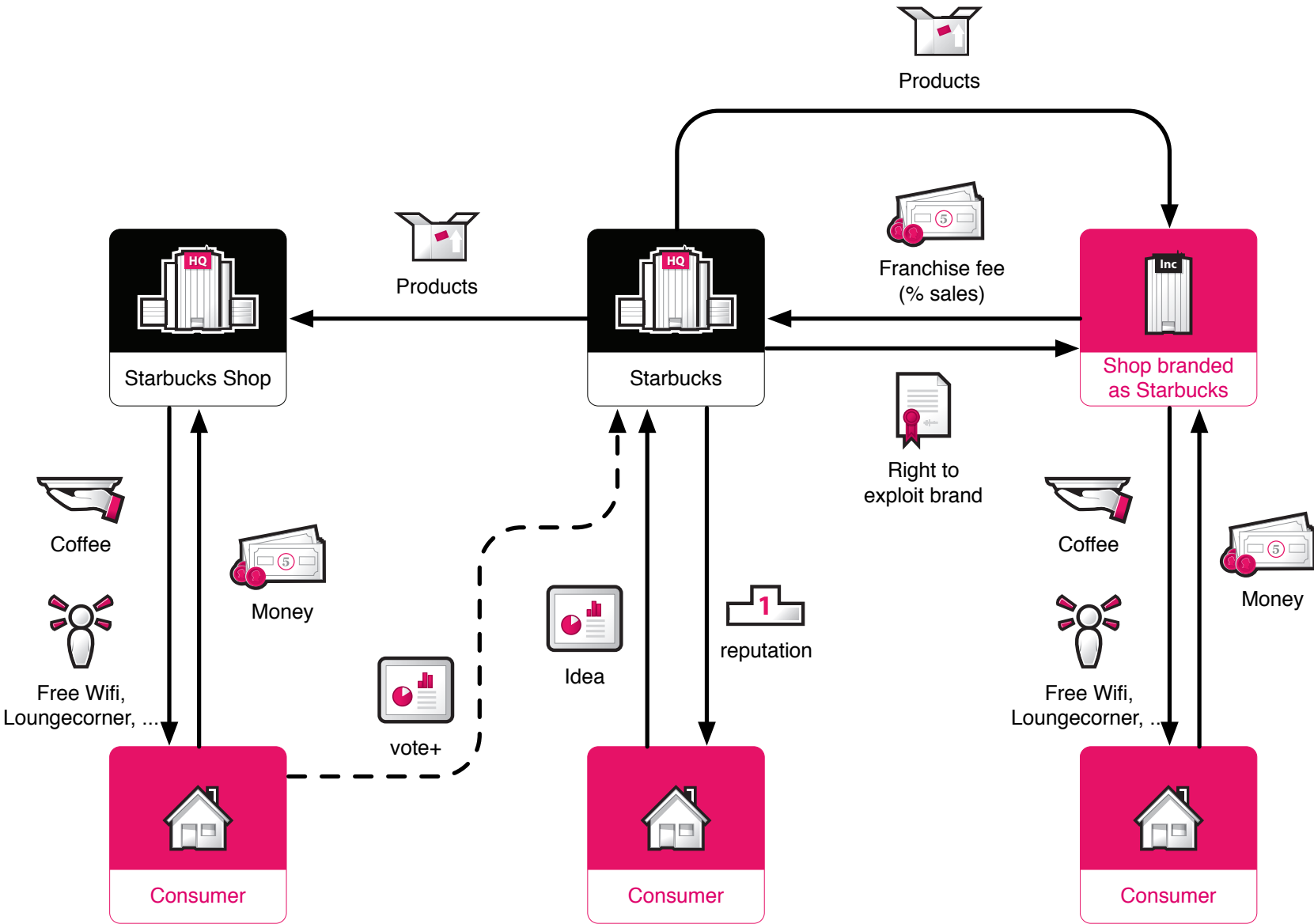
Website:

Cocktail of:



- °Coffee
- °Franchising
- °Co-Creation
- °Commodity as an experience

BUSINESS MODEL



Board of Innovation

SYMBID

Symbid is the first crowd funding “equity-based” online investment platform that enables individuals to become partial owners of exciting new companies. Symbid offers its services to partners in a so called white label product. However, Symbid will always remain the contractual partner for all crowdfunding services offered to the public. When a financial goal is reached, all investors are grouped in one legal identity, acting as a single shareholder within your company.

Go to Brainstrom Cards

HQ Rotterdam, NL



Founded: 2010



Category: Finance

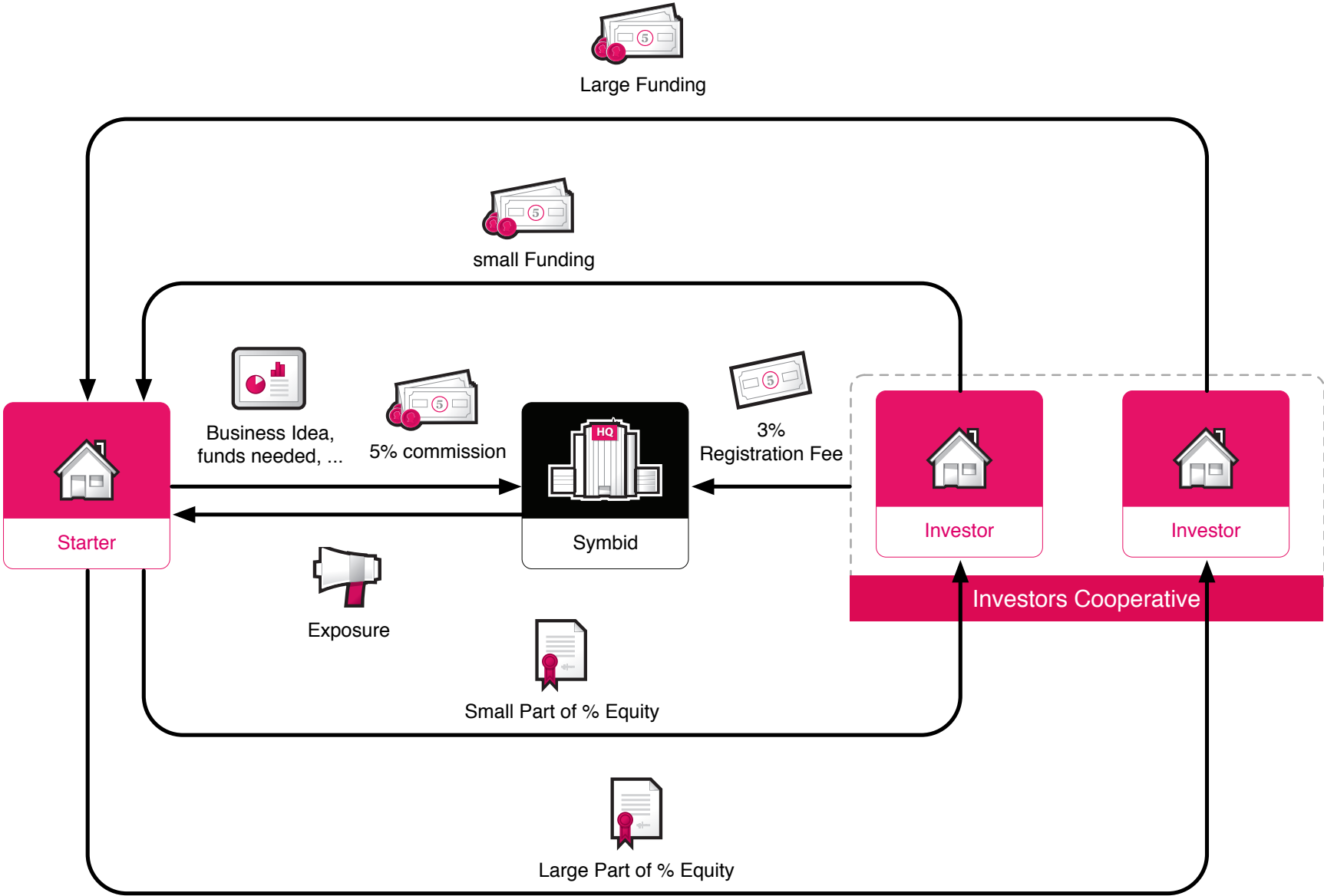
Website:

Cocktail of:



- ° Crowdfunding
- ° Venture Capital

BUSINESS MODEL



Board of Innovation



PATIENTS LIKE ME

Patients Like Me is a company which gathers and sells medical data. They do this by providing an online platform to share real-world health experiences in order to let people help themselves, other “patients like you” and organizations that focus on medical conditions. Patients Like Me can make profit by selling all available data to other organizations.

[Go to Brainstrom Cards](#)

HQ Cambridge, US



Founded: 2004

40

Employees



Category: Health

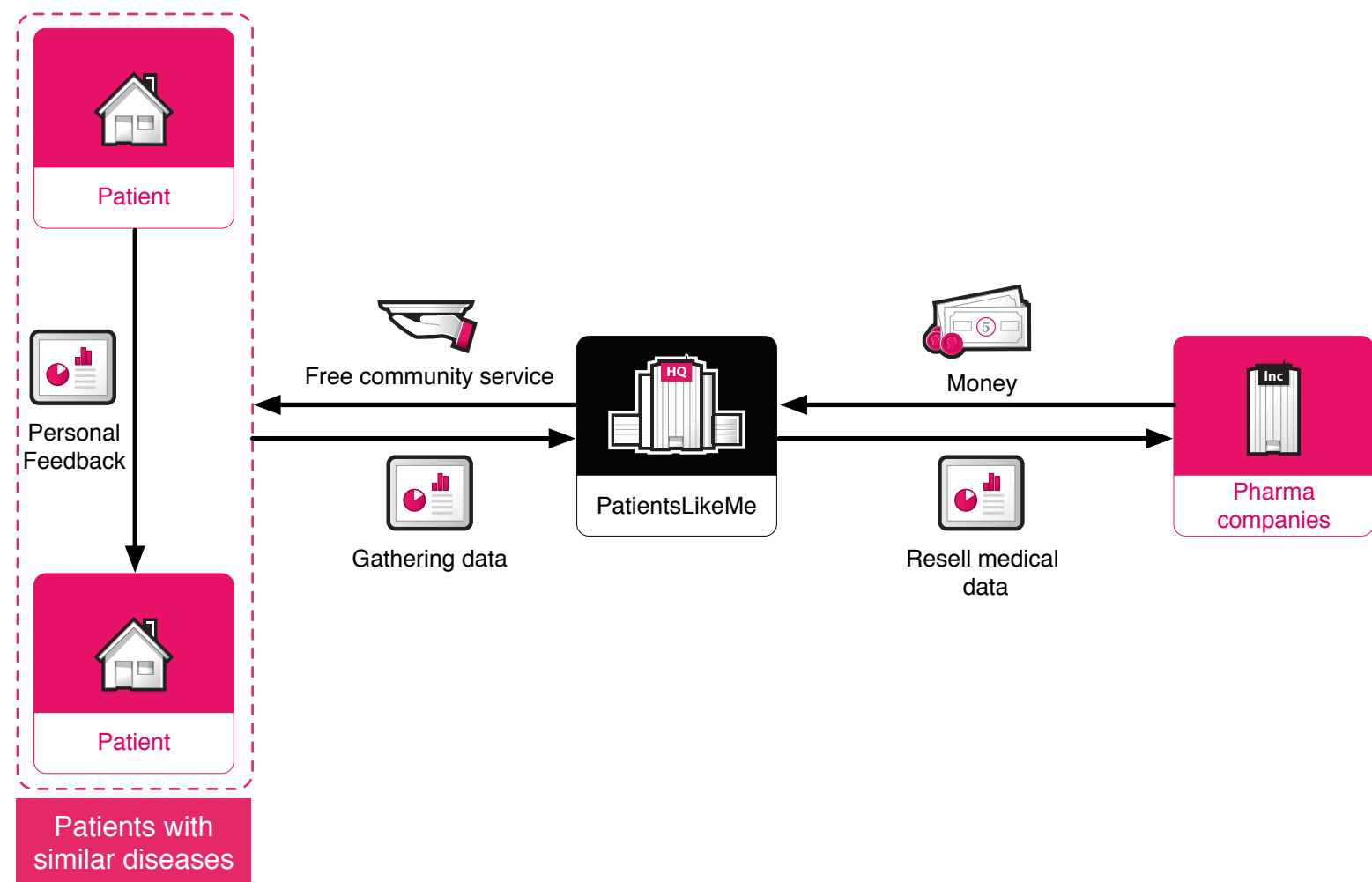
Website:

Cocktail of:



- Healthcare Data
- Data

BUSINESS MODEL



Board of
Innovation



MINT

Mint.com is a free online personal finance service that aims to be an “easy and secure way to manage and save money online.” The service is accessible anywhere, anytime over the web. Mint.com also tries to save users money by suggesting ways to save that are personalized and objective. The company claims that users are presented with an average of \$1,000 in savings opportunities in their first session. The service also sends users email and SMS alerts about upcoming bills, low balances or unusual spending.

Go to Brainstrom Cards

HQ California, US



Founded: 2006

32

Employees



Category: Consumer Web

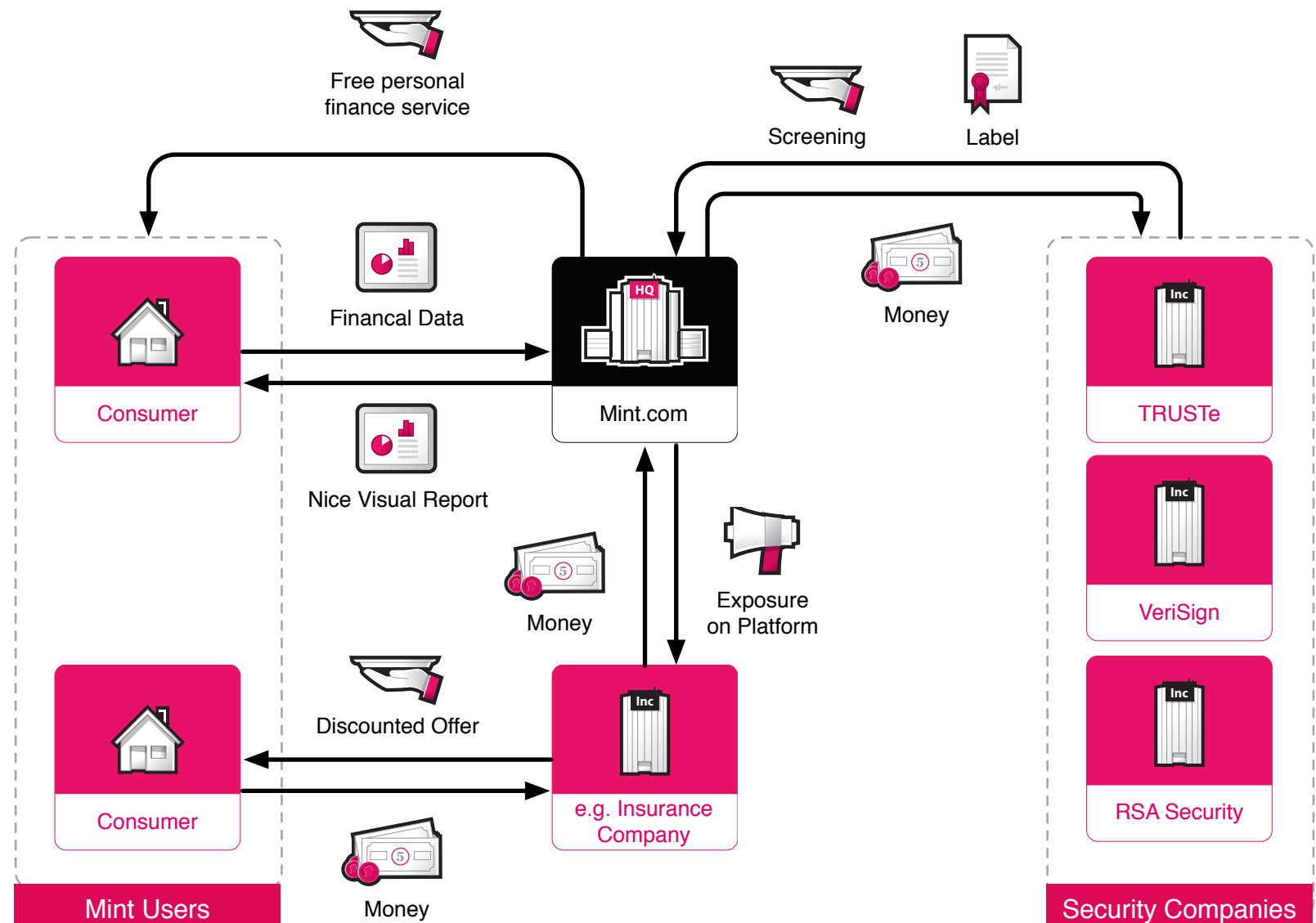
Website:

Cocktail of:



- ° Finance
- ° Visual
- ° Analysis

BUSINESS MODEL



Board of Innovation



RAPLEAF

Rapleaf wants every customer to be able to have a truly personalized online experience. To achieve this, Rapleaf helps leading brands, companies, and agencies personalize customer interactions through deeper customer insight. As a new kind of technology focused information company built for the internet, Rapleaf can instantly return data such as age, gender and location on a given email address via its API.

[Go to Brainstrom Cards](#)

HQ San Francisco, US



Founded: 2006

54

Employees



Category: Search

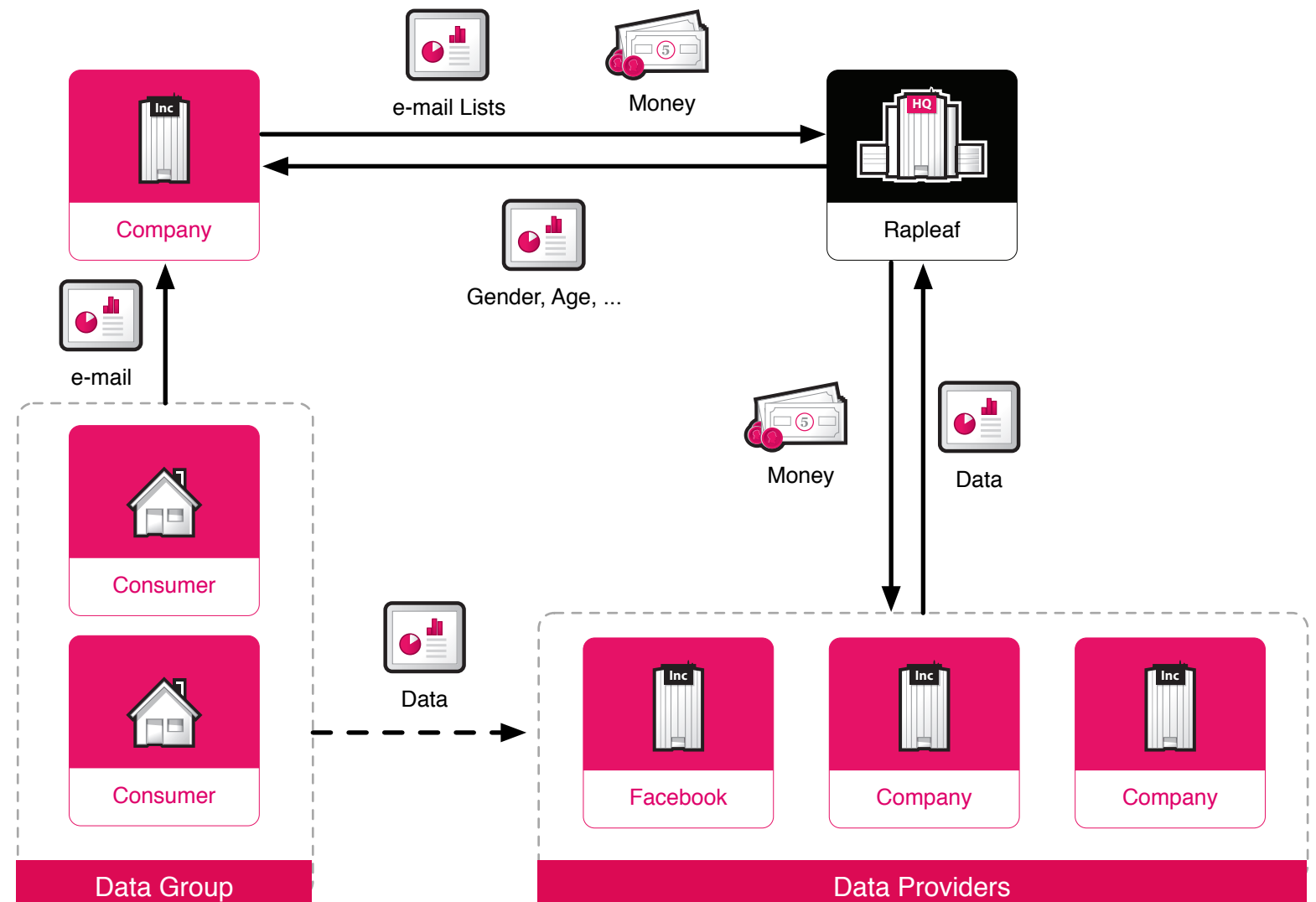
Website:

Cocktail of:



° Data
° Analysis

BUSINESS MODEL



Board of
Innovation

