Coolfarming
How to unlock the Power of your Collaborative Innovation Networks (COINs)

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There is “No Single Truth” on the Web!
Like ³

people I “like”

people “like” me

There is no truth, only **likelihoods**
How Bees Swarm - Coolfarming
define problem
brain-storm solutions
plan project
execute plan
monitor progress
deliver product

Creator
Queen Bee

COIN
Coolhunt hive

CLN
Heat the swarm

CIN
Build the hive

Get Trend over Tipping Point
1. Queen – start cool trend
The Digital Divide – choose well
2. Venture to new grounds
3. Coolhunting

- 200 coolhunters find next big thing
- “genetic” knowledge of what’s cool
4. Set new trend

- 200 coolhunters agree on next big thing
- Mutual reinforcement
- One coolhunter alone loses interest
Angry Bird Cell Phone Game (Rovio)

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5. Heat the swarm

- 200 coolhunters heat the swarm
Send samples to 300 bloggers
6. Guide the swarm
Creativity and Performance of Eclipse Developers
7. Release attraction pheromone
Next big thing!!!
Lessons.....

- Waggle dance
- Immerse yourself into the swarm – choose your friends well
- Rotating leadership
- Trust leads to flow
Thank You

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http://www.ickn.org
http://www.swarmcreativity.net
www.galaxyadvisors.com

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