Develop Bigger, Better Ideas...  
And Turn Them Into Great Products

For most companies, coming up with new product ideas is relatively easy. What’s hard is identifying, managing, and developing the truly great ones. Often that’s because the front end of the innovation process is chaotic. It lacks structure and direction. As a result, time and resources are wasted on ideas that don’t produce business results.

With Accolade® Idea Lab idea development software, you can:

- Establish strategy-driven ideation processes.
- Apply consistent, sustainable methods for generating, organizing and evaluating ideas.
- Use collaboration to nurture and refine the most commercially promising concepts.
- Seamlessly advance the best ideas for development and commercialization.

Create the Next Game-Changing Innovation

Sopheon’s Accolade Idea Lab is the industry’s first comprehensive idea development solution. It not only supports the generation, collection, and evaluation of ideas, it enables collaboration and inspires associative thinking that will help your organization build those ideas into transformational innovation. Moreover, when connected to other components of the Accolade software suite, Idea Lab will allow you to seamlessly and efficiently turn the best ideas into revenue- and profit-producing products.

Align Idea Generation Efforts with Strategic Objectives
Generate ideas that directly address your company’s business objectives. Make sure that ideas fit with market and technology roadmaps and corporate growth strategies. Increase visibility and accountability by equipping innovation teams to uncover and bring focus to promising new ideas using a series of voting, scoring, ranking and filtering processes. Advance only the most innovative submissions for expansion or refinement.

Produce More Winning Ideas
Make your idea development process more deliberate and consistent. Facilitate the formation of innovation communities that can participate in building and vetting ideas. Receive pointers to individuals within your organization who have interests related to your ideas. Take advantage of an ideation commons where new ideas can be shared, enhanced and acted upon.
Create unique campaigns to stimulate the exchange and discussion of ideas among designated individuals, within groups, or enterprise-wide. Keep participants motivated by using the system’s built-in reward and recognition mechanisms.

**Foster Serendipity**
Organize winning ideas according to innovation type, product line, enabling technology or target market, making it easy to identify those that are relevant to specific business issues. Learn of similarities among ideas through automatic data comparisons and receive automatic notification on new ideas of potential interest to you. Use Idea Browser™ to conduct powerful searches across Idea Lab’s repository of existing ideas, campaigns, and idea challenges to inspire further ideation.

**Strategy, Ideation, and Execution in a Single Solution**
Support innovation initiatives from strategy to idea generation to commercialization and retirement using Idea Lab in combination with Accolade’s product planning and innovation governance capabilities. Migrate the best ideas into traditional gate- or phase-based execution processes, including concept development, product development, and market launch. Drive critical sustained business growth for your organization.

**Benefits**
- Ensure that ideation efforts are aligned with market, technology and corporate growth strategies.
- Enable the formation of innovation communities to enrich idea portfolios.
- Convert small ideas into business-transforming breakthroughs.
- Reduce the time it takes to turn ideas into products.
The Idea Lab portal is fronted by a convenient dashboard that lists recently submitted ideas and highlights active campaigns.

Idea campaigns can be driven from market, product and technology roadmaps, ensuring that idea development activity is aligned with innovation strategies.

Idea Lab raises the visibility of innovation communities, recognizing individual contributions and reinforcing a culture in which great ideas can be developed.

Idea Lab features built-in support for collaboration. The solution automatically connects an idea to those that are similar, and identifies individuals within the organization who have interests related to the idea.