

OPEN INNOVATION for GLOBAL BRANDS

Transform your products, business, and mindsets by collaborating with creatives from all over the world.

[LEARN MORE](#)



CREATE outstanding products

Get fresh ideas from top creatives. Shake up established routines and receive feedback from consumers & experts.

[START CREATING](#) →



EXPLORE future markets and business models

Discover tomorrow's disruption today. Be a forward-thinking organization and foster a culture of innovation.

[START EXPLORING](#) →



COCREATE with your fans

Have a lasting impact. Get closer to your customers and create engaging campaigns.

[START COCREATING](#) →



EMPOWER your team to drive innovation

Unleash creativity. Promote knowledge transfer and transform mindsets.

[START EMPOWERING](#) →

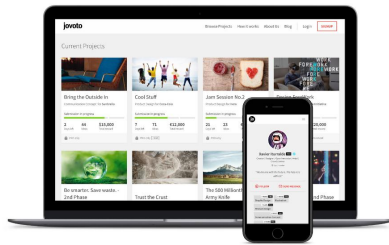
"jovoto allows us to accelerate our innovation cycles up to 66% – this is a game changer."



Nadine Franke
International Marketing Director,
Henkel



Innovate with the world's best talent



Global pool of top creatives

Collaborate with forward-thinking creative professionals from 133 countries to bring in fresh perspectives.

Unique platform

Experience the innovation process as it unfolds live on our platform.

Social creative process

Our open process promotes active collaboration, allowing creatives to refine and polish ideas.

Start-to-finish management

Our team of experts lays the foundation for a successful project and guides you on your innovation journey.

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Who's talking about us



Latest stories on Jovoto's open innovation blog

Interview with Eike Lucas of WIRED Germany

Anna on March 30th, 2017



Known for its extensive coverage in all that is new and ground-breaking in future trends and technology, WIRED...

Bastian Unterberg a sports accelerator iAD mentor

Bastian on March 22nd, 2017



What are the chances that a mid-twenties university student in their final term at university found a successful tech company? Not that great. They're probably...

Remote team trust: How to build and maintain it

Jennifer on March 16th, 2017



There's no denying the many benefits of having a remote workforce. From being a more green way to conduct business, to being able to attract (and retain) top tier...

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EMPOWER your team to drive INNOVATION

Keep up with the pace of innovation and develop a creative mindset.

Unleash your team's creativity

Channel your employees' ideas and revolutionize your organization in the process.

Promote knowledge transfer

Enable collaboration across departments and borders.

Transform your organization

Lead by example and motivate the rest of your organization to innovate.

Run an interactive brainstorm with your team on Jovoto

Get started

Unleash your team's creativity

Promote knowledge transfer

Transform your organization

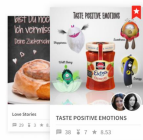
The perfect playground for your team to be creative.

- Great ideas are gathering dust in your employees' drawers - Jovoto makes it easy to bring them to life. Our platform:
- Enables international collaboration
 - Reduces costs and planning effort
 - Complies with your internal security standards

9 years of experience running engaging innovation projects

We know how to get your employees excited and ready to brainstorm.

- Participation is made easy and fun
- We keep your team motivated from start to finish



Ready, set, innovate!

Running an interactive brainstorm with your team on Jovoto is safe and easy.

- We develop the best setup and task with you
- Your project is secure & only accessible for your team
- Dedicated go/ing throughout the project
- Your team can comment on and rate each other's ideas

Creativity is contagious - pass it on!

Stage your team as internal leaders that pave the way for next innovation.

- Create greater company commitment and engagement
- Showcase you as a modern company and boost employer branding



Browse a selection of success stories from our 9 years of experience

[BROWSE NOW](#)

“Jovoto helps us to get really fresh input instead of the same ideas from the same sources over and over again.”

Rein Blümler
Chief Marketing Officer, Hero Group

Hero

Discover how Hero leveraged creativity from employees who are continuously enabled to collaborate.

[DOWNLOAD CASE STUDY \(PDF\)](#)



How our innovation process works



Contact

Want your organization to reach the next level? Get in touch to discover how Jovoto can empower your team to drive innovation.

Send me cases Schedule a consultation

Review more information

First name: Last name:

Position: Email:

Company name: Industry:

Describe your challenge (optional):

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Get our newsletter for the latest on crowdfunding, open innovation, and the future of work.

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EXPLORE future markets and BUSINESS MODELS

In this digital age, an open approach to innovation is more important than ever.

Discover tomorrow's disruption today

Make future scenarios more tangible with perspectives from trendsetters & early adopters.

Foster a culture of innovation

Expand your organization's mindset by introducing an open approach to innovation.

Stage your initiative

Position yourself as a forward-thinking organization.

Our global network of designers and innovators develop scenarios for the future of your business

Connect with your future customers

Leverage our tech-savvy and forward-thinking crowd of creatives from 150 countries.

- ✓ Digital natives
- ✓ Concept developers
- ✓ Branding specialists
- ✓ Service designers
- ✓ Facilitators
- ✓ Industry experts
- ✓ Product designers
- ✓ Practical visionaries

Your innovation radar

Receive a large variety of ideas and concepts that will help you identify future business scenarios and products.

- ✓ High innovation beyond your own industry
- ✓ More spontaneity and diverse views
- ✓ Assessed by jurists made up of industry experts

Celebrate innovation

Raise awareness about the power and importance of innovation. Involve your employees in the process to initiate change and transform mindsets.

- ✓ Connect internal changemakers with future customers
- ✓ Stage innovation through roadshows, events, and exhibitions
- ✓ Hold transformative workshops
- ✓ Publish whitepapers, line books, and videos

Browse a selection of success stories from our 9 years of experience

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Discover how Deutsche Bank is generating innovative ideas which go beyond banking.

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Discover how LIFE 2015 created the perfect apartment with an ultra-low ecological footprint.

[DOWNLOAD CASE STUDY \(PDF\)](#)

Discover how Total explored what role gas stations will play in the future of urban mobility.

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CC Jovoto generates out-of-the-box ideas for our innovation process and allows us to remain relevant for our customers in a constantly changing world.

Miguel Páez
Head of Innovation & Strategic Programs
Deutsche Bank

CC I was amazed at the many enthusiastic discussions and incredible submissions Jovoto nailed it.

Graham Hill
CEO
LIFE 2015

CC Jovoto helped us envision the service station of the future. Getting this right was critical, and we were very satisfied by the results of this important project.

M.C. Skokow
Managing Director
Total Germany

How our innovation process works

- 1 Innovation roadmap**
Based on your organization & business goals, we define the scope, vision, and strategy.
- 2 Exploration kickoff**
Consult with our strategists to launch a successful project.
- 3 Idea cultivation**
Watch the ideas come in and see the future take shape in front of your eyes.
- 4 Scenario creation**
A select panel of industry experts evaluate and judge ideas for future and stage scenarios.
- 5 Result staging**
We make the results of your project visible inside and outside your organization through workshops, events, and roadshows.

Contact

Ready to explore the future? Get in touch to discover what new markets & business models Jovoto can help you access.

Send me cases

Receive more information

Schedule a consultation

First name:

Last name:

Position:

Email:

Company name:

Industry:

Describe your challenge (optional):

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COCREATE with your FANS

In a sea of choices, brands need to work harder to keep customers engaged and loyal.

Create engaging campaigns

Get people excited by giving them the opportunity to shape your brand or product.

Get closer to your customers

Interact & collaborate with your customers and find out what they think and want.

Have a lasting impact

Opening up your brand makes you stand out both inside and outside your organization.

Our global network of designers and innovators lets you kickstart memorable campaigns with your customers

The perfect cocreation environment

We've built up an active creative community your fans can collaborate with. This makes testing your challenge as simple as easy and fast.

- 5 years experience building communities
- Existing global network of creators
- Your fans can submit ideas & vote for their favorites

Open your brand in a controlled way

We know how to manage communities and ensure constructive collaboration and feedback.

- Verified profiles
- Monitored submissions
- Known fairness

Boost your reach

Cocreation campaigns are a great way to involve fans and get them to spread the word for you.

- Expert social media team that activates fans
- Great engaging and shareable content

Your own branded community

Cocreation is additive. Build your own community on Jovoto to work with our creators and your fans anytime you want.

- Control talent pool
- Dedicated community manager
- Cocreation destination for your fans

Browse a selection of success stories from our 9 years of experience.

[VIEW MORE](#)

Victorinox

We've seen a rise in sales, and by giving our global fanbase the chance to vote, we've seen significant positive brand engagement on social media too!

Tom Haberler
Director of Marketing and Sales, Switzerland

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Greenpeace

We got hundreds of outside-of-the-box campaign ideas & generated media visibility through press and social media coverage.

Walker Gellner
Head of New & Social Media, Germany

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Carlsberg

The Limited Edition bottle is a coveted collector's item, and the project itself has activated our existing fans and garnered us new ones.

Christina Schulz
Senior Brand Manager, Berlin, Switzerland

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How our innovation process works

- Project definition**
Based on your business goals, we find the right product & solution for you.
- Brief creation**
Team up with our strategists to lay the foundation for a successful project.
- Talent matching**
We bring together our creative community with your vision.
- Project directing & guiding**
Our guides share your input and give feedback to the creators to feature and shape ideas.
- Results presentation**
We showcase outstanding ideas and highlight new opportunities.
- Transfer of rights**
We take care of all the legal requirements.

Contact

Want engaged and loyal customers? Get in touch to discover how cocreating on Jovoto will get you closer to your customers.

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First name: Last name:

Position: Email:

Company name: Industry:

Describe your challenge (optional):

How did you find out about us?

I'm interested for the brand on commissioning, open innovation, and the Jovoto network.

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CREATE outstanding PRODUCTS

Stay ahead of the curve by innovating your products, services, and communication campaigns with top creatives.

Get fresh inspiration for new & existing products

Receive diverse ideas from a global pool of top creatives.

See the big picture and knock out opinion-based decisions

Rely on feedback from consumers and experts instead of just instincts.

Shake up established routines

Drive innovation by using our platform and the latest creative techniques.

Our global network of designers and innovators enables you to create better products easier and faster than ever before.

Work with the world's best talent


We assess everyone that joins the platform and match the right creatives with your challenge. Our curated talent pool includes:

- Product designers
- Service designers
- Package designers
- Art Directors
- Branding specialists
- Copywriters
- Graphic designers

Meet your goals

We work together to understand your challenge. Our team sets up, guides, and manages your project from start to finish.


- Definition of scope and direction
- Project guiding by industry specialists
- Evaluation by experts and consumers
- Documentation & presentation of ideas



Brand fit guaranteed

Having worked with leading brands worldwide, we know how to tailor our service to meet your organizational needs.

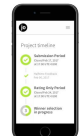
- Stage gate ready process
- Individual consulting
- Secure and confidential



Generate ideas at a fast pace

Technology enabled, our platform allows us to deliver results faster.

- Typical runtime from briefing to results is 3-6 weeks
- Innovation response for results in as little as 2 weeks




Browse a selection of success stories from our 9 years of experience

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“Jovoto has established itself as a competent and agile partner for us.”

Eligh Hochberger Krummer
Executive Vice President Global Marketing, Henkel




Discover how Henkel pioneered its environmental customer value strategy with a strong brand identity.

[DOWNLOAD CASE STUDY \(PDF\)](#)

“Our call for product design ideas resulted in a whole product world that allows customers to immerse themselves in the collection.”

Enzo Abravate Kahn
Creative Customer Marketing, Unilever & Lux




Discover how Unilever & Lux opened up additional customer engagement channels.

[DOWNLOAD CASE STUDY \(PDF\)](#)

“Through the fresh designs from the global Jovoto community, we meet our customers' current status, which positively affects donations.”

Stefan Müller
General Manager, UNICEF Deutschland



Discover how UNICEF came up with unique and meaningful user-generated designs.

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How our innovation process works

- Project definition**
Based on your business goals, we find the right product & service for you.
- Brief creation**
Team up with our strategists to lay the foundation for a successful project.
- Talent matching**
We make the right creative match based on your brief and needed skill sets.
- Project directing & guiding**
Our guides share your input and give feedback to the creatives to refine and sharpen ideas.
- Results presentation**
We showcase outstanding ideas and highlight new perspectives.
- Transfer of rights**
We take care of all the legal paperwork.

Contact

Ready to create sustainable products? Get in touch to discover how Jovoto can give you fresh inspiration for new & existing products.

Send me cases Schedule a consultation

Receive more information

First name: Last name:

Position: Email:

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Describe your challenge (optional):

How did you find out about us?

I'd like to receive information on collaborating, open innovation, and the future of work.

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Resources

ARCHITECTURE AUTOMOTIVE CONSUMER GOODS FINANCE & BANKING FOOD & BEVERAGES NGOs

ARCHITECTURE



Linz AG - Upcycling a local landmark

Linz's old railway bridge was redesigned in socially beneficial ways to further the development of Austria's third largest city.

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LifeEdited - The apartment of the future

A 420 square foot NYC apartment was transformed into an optimized urban living space with an ultra-low ecological footprint.

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Total - What is the future of the service station?

Total screened future scenarios and innovative answers to explore the role of gas stations in the future of urban mobility.

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AUTOMOTIVE



Renault Trucks - Magnum-sized birthday celebration

For the Magnum's 20th anniversary, Renault had the people community create a special design for the outside of the dream cab.

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Audi - Engineering entertainment excellence

Witty slogans drove the aspirational World of Audi's Spring 2016 campaign promoting their in-car entertainment system.

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CONSUMER GOODS



Villeroy & Boch - Tableware for the young at heart

A new Wafly Collection opened up additional customer engagement channels for Villeroy & Boch and strengthened their brand identity.

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Henkel - Designing sustainability

Seriat solidified its position as an industry leader in household items through new dishwasher tab packaging with a fresh twist.

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Forum Zukunft - Shaping the future of books

Bookstation discovered how to thrive in the e-books by exploring new digital innovations and opportunities.

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Victorinox - Crowdstorming the cutting edge

Victorinox significantly increased the sales of their 120-year-old Swiss army knife by co-creating a limited edition with fans.

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Villeroy & Boch - Traditional table culture meets its future

Villeroy & Boch stayed relevant in a highly competitive global market by bringing traditional tableware to younger consumers.

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FINANCE & BANKING



Deutsche Bank - Premium services of the future

Leveraging open innovation to speed up the pace of innovation and generate concepts that go beyond banking.

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Collaborative innovation in the financial service industry

Discover how to respond to the rapid rate of innovation and what trends are driving digitalization in the finance industry.

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FOOD & BEVERAGES



The Future of Food & Beverages - Think outside the lunchbox

Audix, Cuckoo's Nest, Hixie, 475 and Hixona collaborated to envision the corporate campus food experience of 2025.

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Hero Group - Bringing global teams together

Establishing collaboration between employees across departments and locations to radically transform the jam market.

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Ricola - Limited edition embodies swiss quality

Increasing brand awareness and engagement by linking fans and Jewish community to design limited edition boxes.

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Allgäuer Brauhaus - Increased brand awareness for Buble Beer

Allgäuer Brauhaus entered the market for its Buble Beer by involving fans in the creation of innovative campaigns.

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Wodka Gorbatschow - Limited edition of arctic proportions

Germany's Vsevolod vodka brand used co-creation to not only activate existing fans, but also generate brand new ones.

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Starbucks - How to make coffee-to-go more sustainable

Starbucks challenged partner's creativity to big steps into coffee consumption habits and find ways to reduce paper cup waste.

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Coca-Cola - The future of the Coke crate

The Coca-Cola Design Award powered by Jovoto tasked what the reusable bottle crate of the future could look like.

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NGOs



Transparency International - Unmask the corrupt

Transparency International wanted to raise awareness about corruption and inspire people to take action through a global campaign.

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UNICEF - Sending season's greetings to the world

UNICEF has collaborated with Jovoto's creative community yearly since 2013 to come up with inspiring greeting card designs.

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Greenpeace - Activism powered by mass collaboration

Greenpeace Germany launched a successful campaign with one McDonald's step using genetically-modified animal feed.

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