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## **General Questions**

### ***What is the Innovation Community?***

The Innovation Community is an online community allowing YourEncore Experts to collaborate with other like-minded Experts, YourEncore personnel, and Clients. Participation in one or several communities allows Experts to answer questions posed by Clients, participate in problem solving forums, as well as view and solicit interest in working on specific projects. The Innovation Community does not replace the traditional YourEncore systems and processes. It is a system designed to enhance the interaction between YourEncore Clients and Experts.

### ***Why should a Client join the Innovation Community?***

The YourEncore Innovation Community enables Open Innovation in a secure and safe environment. YourEncore facilitates controlled collaboration with vetted Experts using compliance measures that keep IP secure. All Client employees from all levels can tap into tailored Expert Communities without need for a full-blown project to collaborate and ideate with Experts from a diverse set of industries – foods, pharma, beverage, etc. The Innovation Community also allows Clients to post projects to Expert Communities and have Experts bid on a project they feel they are qualified to perform and potentially be identified as a qualified Expert for a project.

### ***How is an Expert selected to join the Innovation Community?***

Experts can select communities to join in the Innovation Community based on their skills, competencies and interests. The communities are formed based on the business needs of our Clients. Experts can join if their skills, competencies and interests match those needed for each particular community.

## **Innovation Community Structure and Features**

### ***How is the Innovation Community structured?***

The Innovation Community is divided up in to Expert Communities created based on the industries we serve and the needs of our Clients. Experts can select multiple communities to participate in. Clients can request a new Expert Community be created to meet a unique need.

### ***What is a Forum?***

A forum is an online meeting place for open discussion. A forum functions much like a [bulletin board](#); users submit [postings](#) for the other members of the community to read and discussion ensues. The YourEncore Innovation Community forums function in a private, secure environment.

### ***What is a Wiki?***

A wiki is any collaborative [website](#) containing directories, files and pages that users can easily modify, typically without restriction. A wiki allows anyone who is a member within a specific community to edit, delete or modify content that has been placed on the site, including the work of other authors.

### ***What is an Ideation Session?***

An ideation session is a brainstorming session. It can be conducted by conference call or by bringing Experts together at a central location. We expect that Clients interested in the responses from a set of Experts may want to engage them in a group discussion or ideation session.

### ***What is an Ideation Community?***

An ideation community is a secure online community of two or more Experts as well as one or more Client users for the purpose of collaborating in search of a solution to a specific Client problem. A project leader would typically moderate this community. Forums are provided to facilitate discussion, record ideas and develop potential IP. Wikis are provided as a mechanism to catalog knowledge, provide helpful information and documentation pertinent to a project and to provide standard documents to ensure consistent service delivery (statements of work, project briefs, other deliverables).

### ***What is YourEncore Answers?***

YourEncore Answers is a unique service provided through YourEncore's Innovation Community that allows YourEncore Clients to more easily access the knowledge, skills, and experience of our Experts. YourEncore Answers is a point-to-point service, meaning that no formal collaboration occurs among the Experts participating or between the Experts and the Client. This is necessary to secure the confidentiality and IP protection of this method of accessing Expert knowledge.

## **Security Features**

### ***What kinds of forms do the Experts sign before entering the Innovation Community?***

Experts sign a Confidential Information Agreement that stipulates any information they obtain regarding a project is to be held confidential and assigns proprietary rights to the Client. Experts also sign an Expert Participation Agreement which outlines the procedures and obligations the Experts must follow to use the on-line Innovation Community website and tools. Finally, each Expert completes a Consumer Report authorization form to allow YourEncore to

verify records on their last employment, their last or highest academic degree, and two professional references.

***What is the process for posting a question in YourEncore Answers? Can anyone post a question?***

To post a question the Client Requestor logs into the Innovation Community, composes their question and assigns a reward, if appropriate. They then submit the question to a Client Approver to ensure the question as stated is something they are willing to post to the outside. The Client Approver either accepts the questions or sends it back to the Requestor as rejected or with suggestions to make it acceptable for posting. Once they have agreed on the acceptability of a question it can be posted for a prescribed time period and the Experts can view it. Experts provide answers to the questions, which are received by the Client Requestor. Once the time period is over (or at any time the Client wishes) the Client closes the question for further responses. The Client Requestor then rates the answers, distributes any reward and closes out the question. The YourEncore Account Manager is then notified of any rewards to be distributed and who to invoice.

***What is the YourEncore Answers Compliance Process?***

This is a service of YourEncore's Innovation Community that allows Clients to establish a flexible workflow process for reviewing and approving questions before posting to the YourEncore Expert Community. This capability is essential to ensure that Clients are able to protect their confidential information and intellectual property when providing information to Experts who are external to that company.

***Who owns the rights to intellectual property created as a result of Experts' Answers to questions (Queries) posted by Client Companies in YourEncore Answers?***

Intellectual property that arises from Answers to Queries sponsored by a Client Company is ultimately the property of that Client Company.

**Payment/ Fees**

***Must compensation be offered to Experts for answering questions?***

Compensation is encouraged, but not required. If compensation is provided, the Client determines the total amount of the compensation that can be awarded. As part of the closeout process for a question, all the answers are rated and the compensation provided to the Expert with the best answer, or divided at the Client's discretion among several Experts that provided good answers.