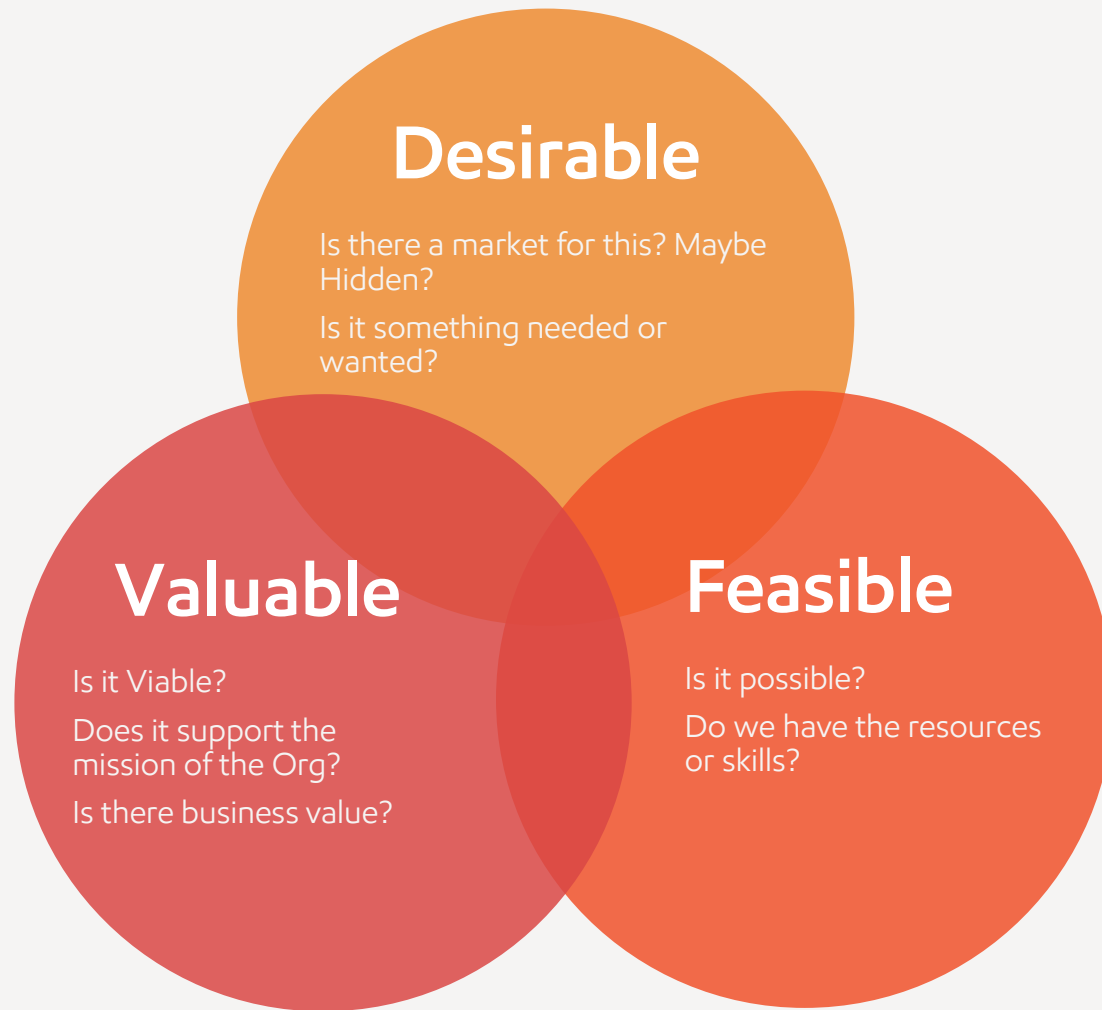




Grassroots Innovation Forum
another innovation solution from  **innovation**



*"It's easier to
add feasibility to a highly valuable idea,
than to
add value to a highly feasible idea"*

- Elisa O'Donnell



We believe that innovation can
come from anywhere!

It starts with
the sharing of
an idea...



... and over time, ideas can
be enhanced through
collisions with other ideas
and refined through scrutiny
and iteration.



Historically, some of the most innovative scenes were pubs and cafés, where people would come to relax and *talk shop* with their friends.

How can we create
that same
atmosphere in a
worldwide
organization, like
ExxonMobil?



- 💡 The **Grassroots Innovation Forum (GIF)** is a *virtual café* for sharing and discussing **ideas to solve ExxonMobil challenges through creative use of IT**; whether process or technology
- 💡 **Whether it's a tool you created, a crazy idea you had this morning, or a "wouldn't it be cool if..." we want to hear it!**



Benefits:

- Empowers employees to take ownership of innovation
- Fosters collaboration and collisions, creating new ideas that have value
- Solicits breakthrough innovations to help EMIT become a better technology service provider
- Provides a continuous flow of ideas to improve ExxonMobil
- Back-end administration enables rapid-prototyping; maintains transparency



HOW USERS PARTICIPATE



Go to <SITE> & inspire others by **sharing your idea** and articulating the value it brings



Contribute to existing ideas to build a better solution



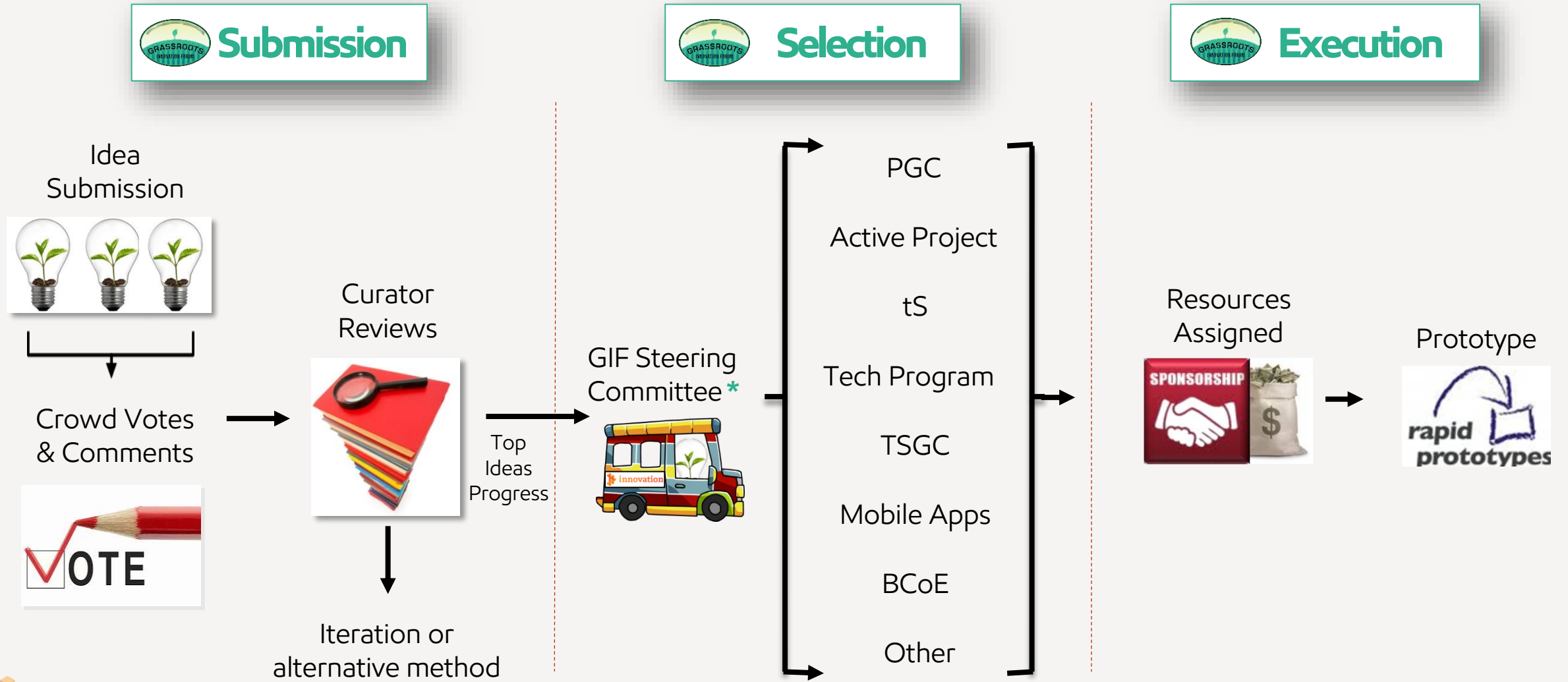
Progress high value ideas through visible support

Ideas that garner **100+ community votes in 2 months** move into the selection phase [targets may change as the GIF matures]. The benefits of moving forward include:

- 💡 **Idea authors & significant contributors get to stay with their idea**
- 💡 Access to funding
- 💡 Help from EMIT Senior Architects & Business Experts
- 💡 Use of lab and technical resources



THE PROCESS



*Idea generators are encouraged to attend, defend, and take part in the execution of their idea



A group of innovative connectors and venture capitalists, representing pockets of innovation who love to make great ideas a reality.

- Energize innovation by sponsoring, funding, and mentoring brilliant ideas
- Contribute to regular open review meetings of fabulous ideas
- Promote an innovation mindset through study, sharing, and practice
- Harvest insights from the forum to pinpoint untapped potential
- Stimulate discussions and evangelize the Grassroots Innovation Forum

Regular meetings held include a process to review and steer the best ideas in front of an open audience



Go to <SITE> for details on committee members



As a participant, we encourage you to:

- 💡 Actively **participate** in making your idea a reality (<SITE>)
- 💡 Check out the #innovation page where you'll find a **running list of ideas, status, and contacts**
- 💡 Attend the steering committee meetings to **hear status discussions** to help ideas proceed
- 💡 Catch up on the Innovation group on **Yammer**



- 💡 Encourage EMIT associates to visit the GIF, our virtual café, and share their ideas (<SITE>)
- 💡 Share the vision of Grassroots Innovation: Lowering hurdles for good ideas to come from anywhere
- 💡 Build the community amongst your staff, and help them share in the vision



The Grassroots Innovation Forum
will only be as strong as the
community that supports it!



