

The Synergy platform

A knowledge sharing platform to enable collaboration between organizationally and geographically dispersed new business initiatives within Philips.

New Business Creation (NBC) within a big multinational organization possesses many challenges. One of the biggest challenges is determining what resources might be able to help the venture in developing its business.

Knowledge exchange with other ventures is one of the primary resources for ventures on how to develop businesses. Furthermore, without sufficient interaction and knowledge documentation, existing knowledge might become inaccessible and ventures could be independently rediscovering the wheel.

The Synergy Platform helps ventures to share knowledge, collaborate and drive best practices with other ventures. Synergy provides a platform

for ventures to ask questions or learn from guides and important lessons from others' experiences. Elements of gamification provide the extrinsic motivation of venture members that is needed to make them actively contribute to the platform

The Synergy platform is built around the personal profiles of the users that can progress through levels, earn badges and ultimately receive rewards for their contributions to knowledge sharing. The platform will be the go-to place for support, advice, guidelines and personal lessons learned of experienced users through its three main functionalities: (1) sharing knowledge, (2) finding knowledge and (3) finding experts.



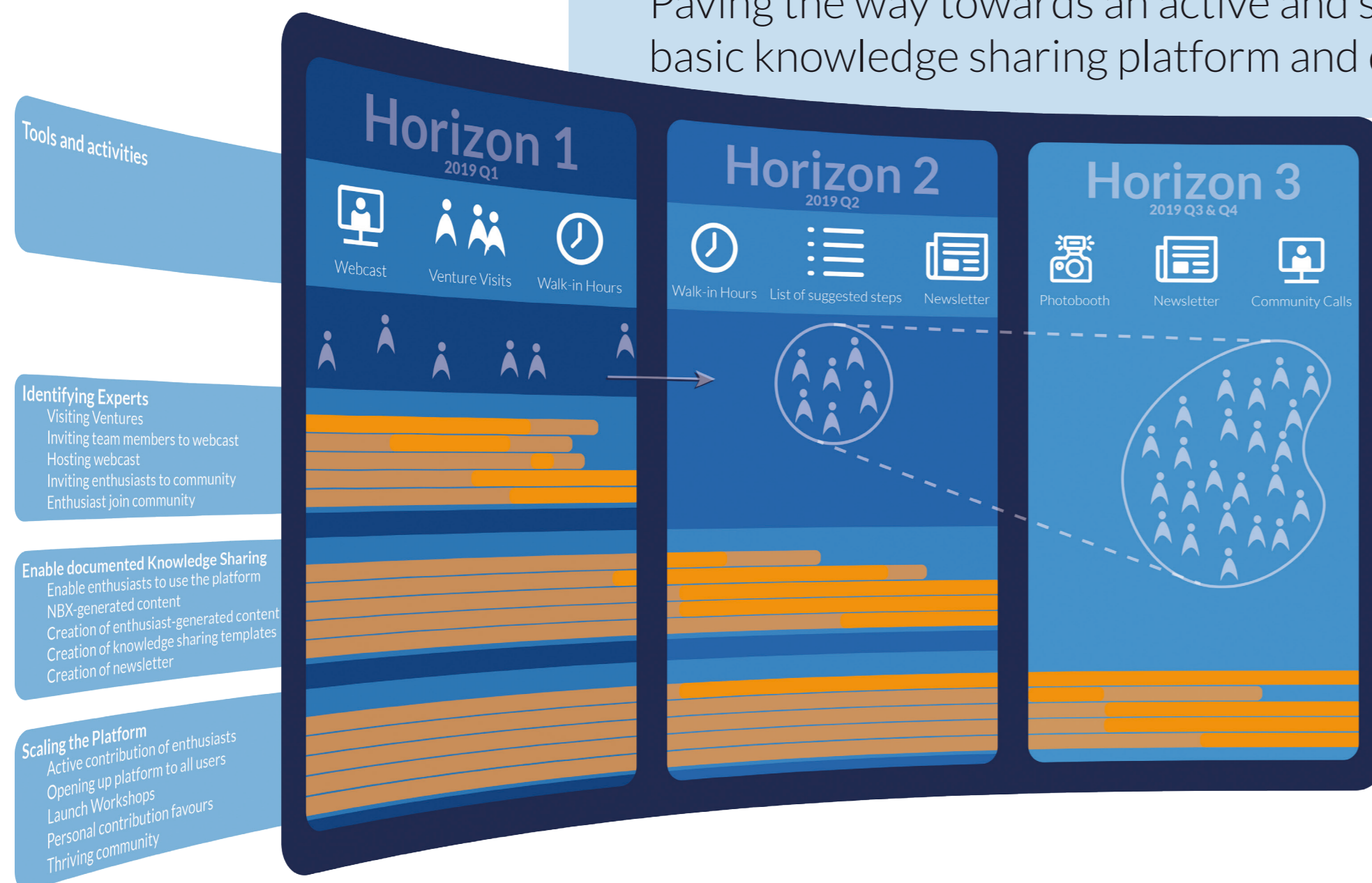
CATCH-22

One of the problems that will be faced when introducing such a platform in a big organization is the usage of the platform. There is a catch-22 to this situation in that people will not use the platform when there is content on it, but when people are not using the platform, no content will be added. This seemingly vicious circle should be breached in order to create a successful knowledge sharing platform.

Therefore, two roadmaps have been constructed in order to breach alleged catch-22 and create an attractive and engaging Synergy platform. The first roadmap focuses on engaging the users, while the second roadmap focuses on the technical aspects of the platform, the gamification of the platform

ROADMAPS

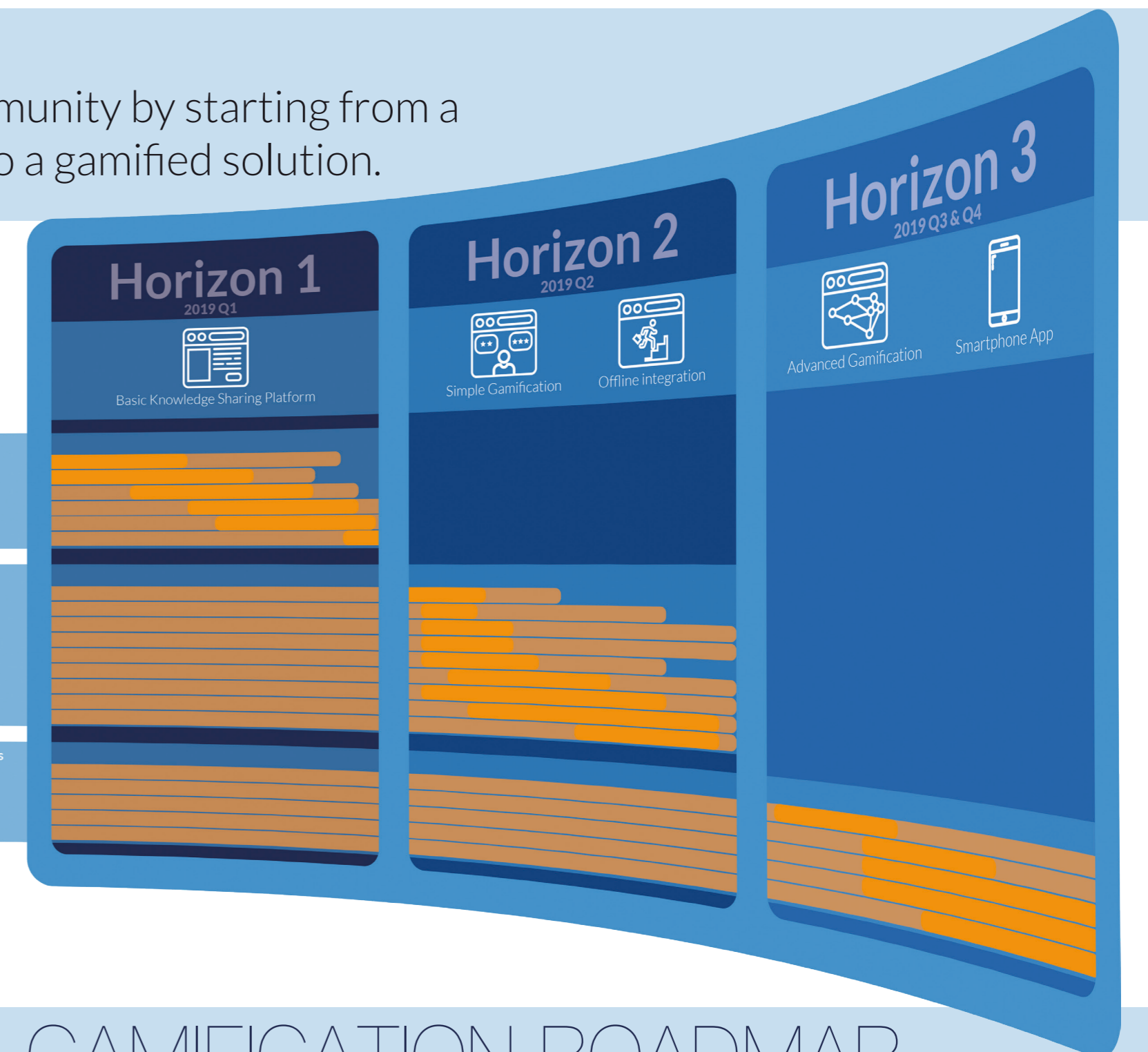
Paving the way towards an active and self-sustaining community by starting from a basic knowledge sharing platform and developing that into a gamified solution.



ENGAGEMENT ROADMAP

Engaging users is the key to creating an attractive and self-sustaining platform. The roadmap illustrates how a select group of 'drivers' should be identified, approached and enabled in order to kickstart usage of the platform. This group of 'drivers' will collaborate closely with the NBX Office to create the initial set of knowledge contributions.

Once a steady base of content is generated, the userbase will be expanded slowly through multiple venture-specific introduction workshops. These workshops will organically grow the community until the Synergy platform becomes a vibrant and active community, the go-to point for knowledge exchange.



GAMIFICATION ROADMAP

Maintaining active communities generally requires constant involvement and pressure from a group of enthusiasts. In order to unburden this group and create a self-sustaining platform, gamification elements will be mingled into the platform. The gamification roadmap explains what steps need to be taken to get people acquainted and

enthusiastic about the Synergy platform. The roadmap ranges from a basic platform to share knowledge to an active and engaging platform with advanced gamification techniques along with a mobile application to provide consistent easy access to the user.

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The Synergy Platform - Inspiring collaborative behaviour in a corporate venturing environment
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Strategic Product Design

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