



## **IdeaSpies Position Paper** January 2024 - Lynn Wood

### **The Beginning**

The idea for ideaSpies came up on a trip to Canada with a friend when a guide said “Promote what you love rather than bash what you hate”. As a result of extensive travel we thought there needs to be a platform that shows the positive ideas happening around the world, despite the negative news, and we had the skills to develop it. The concept was tested on Facebook, then Wordpress. During this time we were advised to appoint volunteer Editors in the topics we are covering. We were told IdeaSpies has the potential to have the same global appeal as TedTalks.

### **The Current Situation**

IdeaSpies is a social enterprise and our purpose is sharing ideas that do good. Our vision is to be the pre-eminent source of innovative ideas for Australians and globally.

When the platform shared more than 3,000 ideas advice was given to convert it to a more scalable framework. It now shares over 7,000 ideas in 19 topics ranging from AgTech to Wellbeing. It has a strong social media following and has received good publicity including a chapter in a recent book about the need for an ideas-informed society. Recent analysis of data shows that there have been more than 225 million views of the ideas posted.

Due to the platform’s focus on simply written positive posts it’s seen as an excellent resource for schools. An inspiring Design and Technology teacher has used it for the past three years in NSW to help final year students with their major HSC projects.. Due to the success of this initiative, called UpRising, a white label version of ideaSpies has been produced to expand the initiative around Australia.

We’re now at strategic crossroads. The growth to date has been achieved by self-funding development costs with significant voluntary support from Advisors and Editors. To achieve its potential IdeaSpies needs to be sustainable. We need, for example, to incorporate AI into the platform to keep up with technology. That means seeking support from like-minded innovative organisations focused on corporate social responsibility.

### **The request**

We are very interested in your views as to:

- Whether you see the potential for IdeaSpies that we see
- What you think of the vision and if it is possible
- What organisations would need to know to consider supporting it
- Funding options
- Any people with whom you think we should talk for advice