



Qualcomm Venture Fest (QVF)

Employee Engagement at the Front End of Innovation



Qualcomm Confidential and Proprietary
MAY CONTAIN U.S. AND INTERNATIONAL EXPORT CONTROLLED INFORMATION

QVF: Combining Online & Offline Collaboration Methodologies

2

Collective Intelligence



Corporate Entrepreneurship



Collective Entrepreneurship

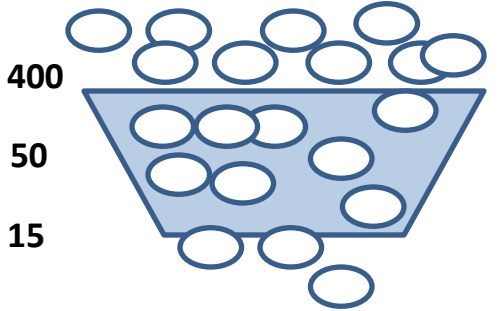
Employee engagement through 'collective intelligence' (online crowd-sourcing of idea generation discussion & selection)

Employee engagement through 'Corporate Entrepreneurship' (offline co-creation of new businesses through entrepreneurial, self selected small teams, advisors & mentors)



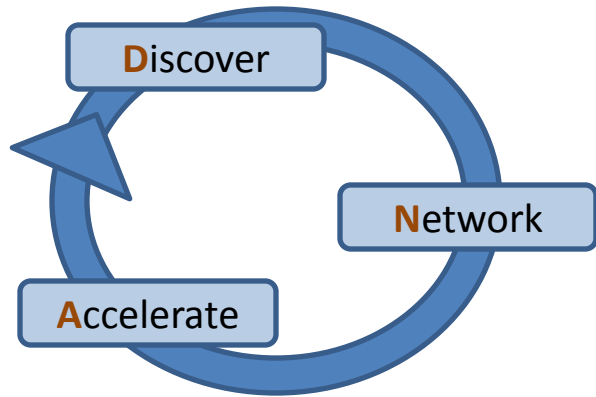
The Qualcomm Venture Fest Process

Collectively Turning Ideas Into Businesses



Three Round Idea Tournament
 Open to All Employees
 Online Submissions & Discussions
 Selection by Peers & Experts (via ratings, decision markets)

Mar 31



Forming of a Mock Start-up
 Micro Seed Funding, '20%' time-off
 Contextual Biz & Design Education
 Business Dev Support from corporate

Aug 6

Sponsor BU



Business Plans

Executive Support



C-Level Executive Pitches
 Incubation at BU or R&D labs
 Funded, 'Probe&Learn' Proj Plans
 Continued Ownership Opp'ts



Collective Intelligence

QVF Results Highlight the Power of Intrinsic Motivation

Projects

- 75% of projects approved for further proof of concept activities
- Ultimately, 20% of projects are launched as new businesses – others are merged into existing efforts, file IP, etc.
- Successful projects vary in nature but most are ‘non-obvious’ growth opportunities

People

- Over 40% improvement in entrepreneurial skills
- Over 25% improvement in entrepreneurial attitude
- Overall, over 1,000 people have participated in QVF as idea submitters, mock-startup team members or advisors
- Over 5,000 online contributors (comments, ratings, prediction market traders, etc.)

