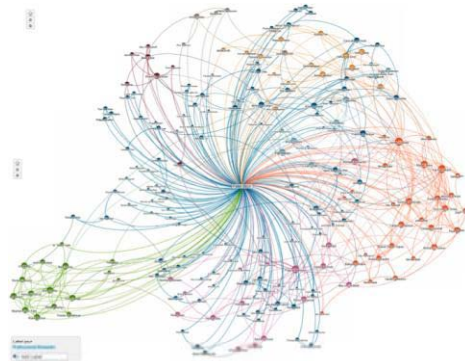


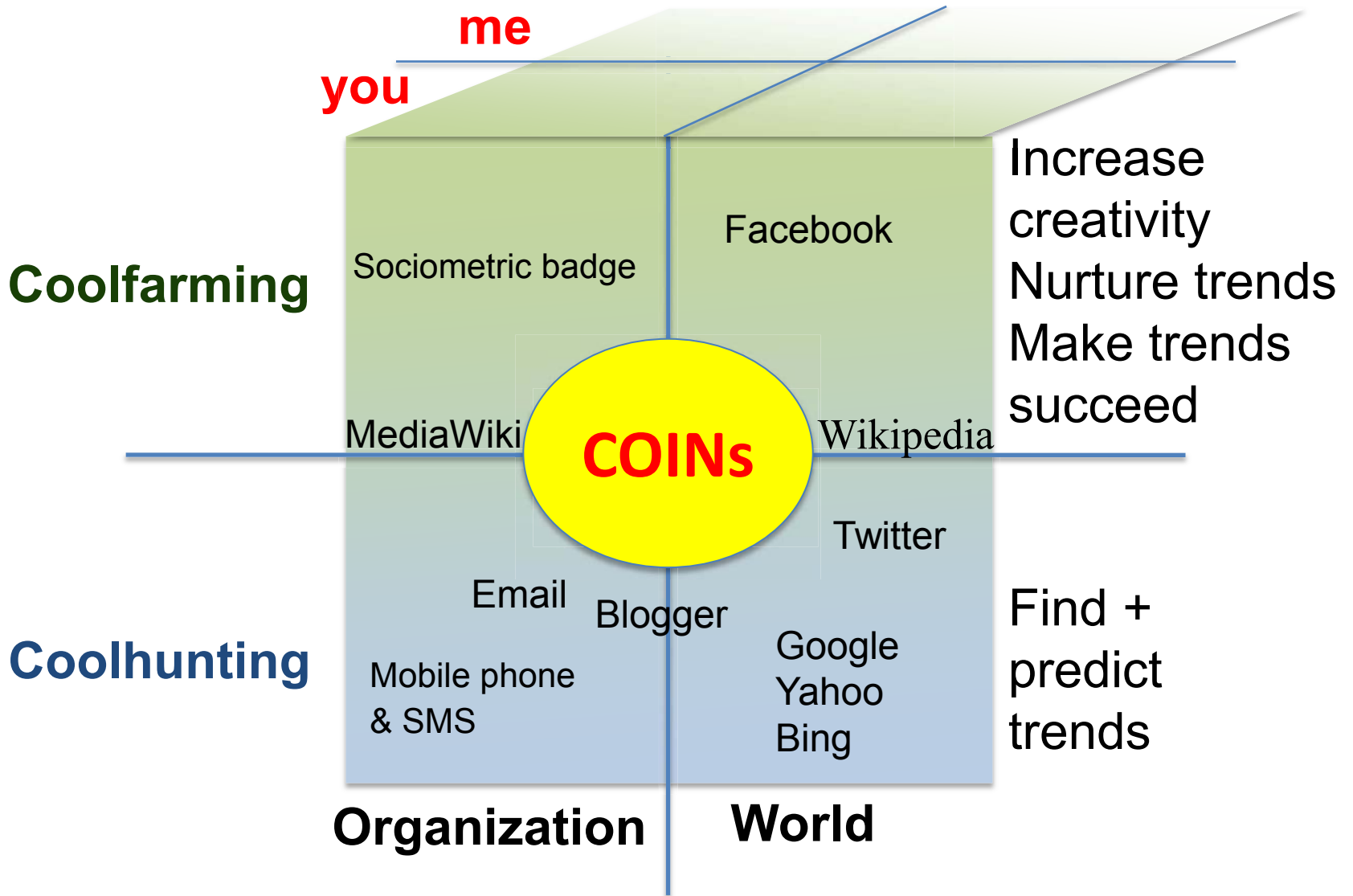
# ***Coolfarming***

***How to unlock the Power of your  
Collaborative Innovation Networks (COINs)***



***Peter A. Gloor***  
***MIT Center for Collective Intelligence***

**There is “No Single  
Truth” on the Web!**



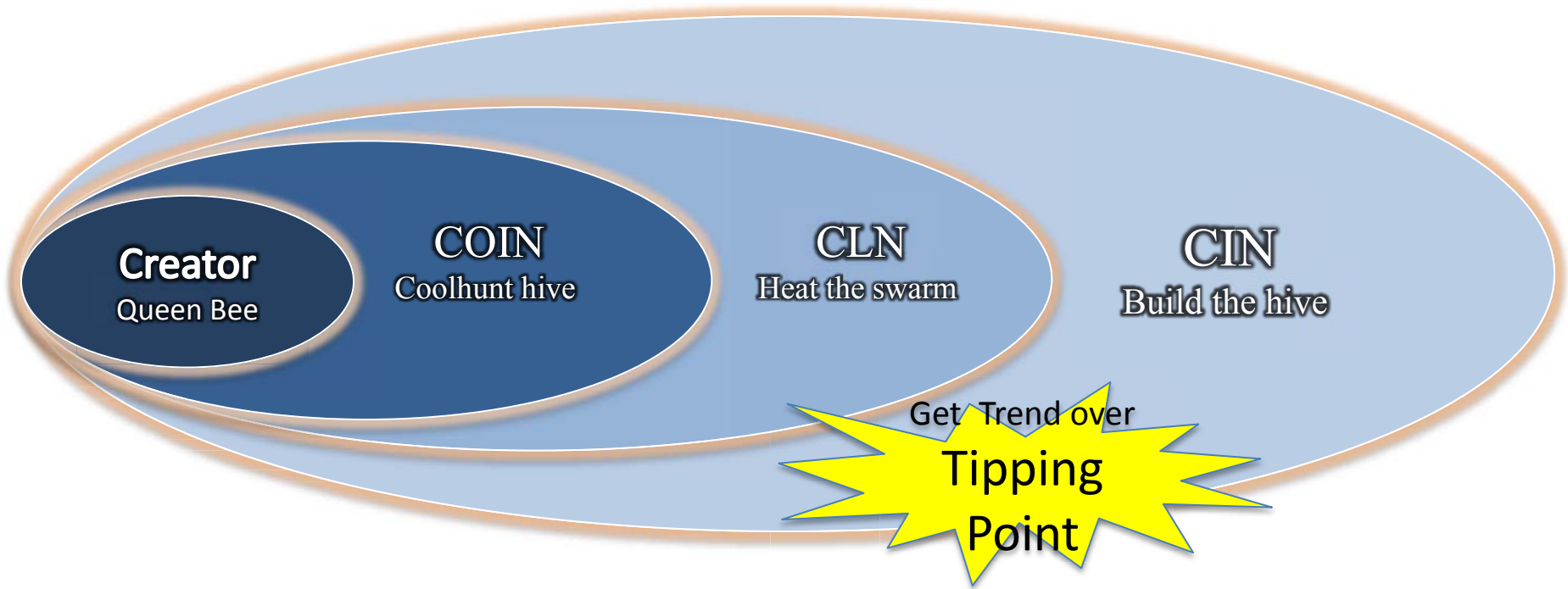
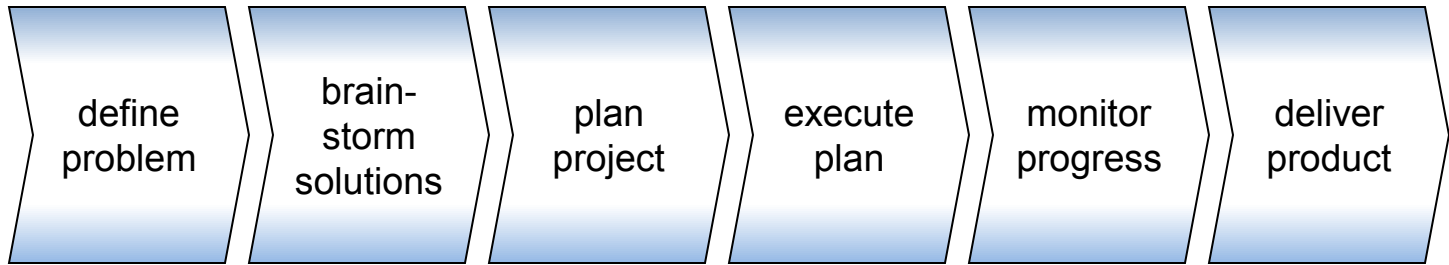
# Like <sup>3</sup>

people I “like”

people “like” me

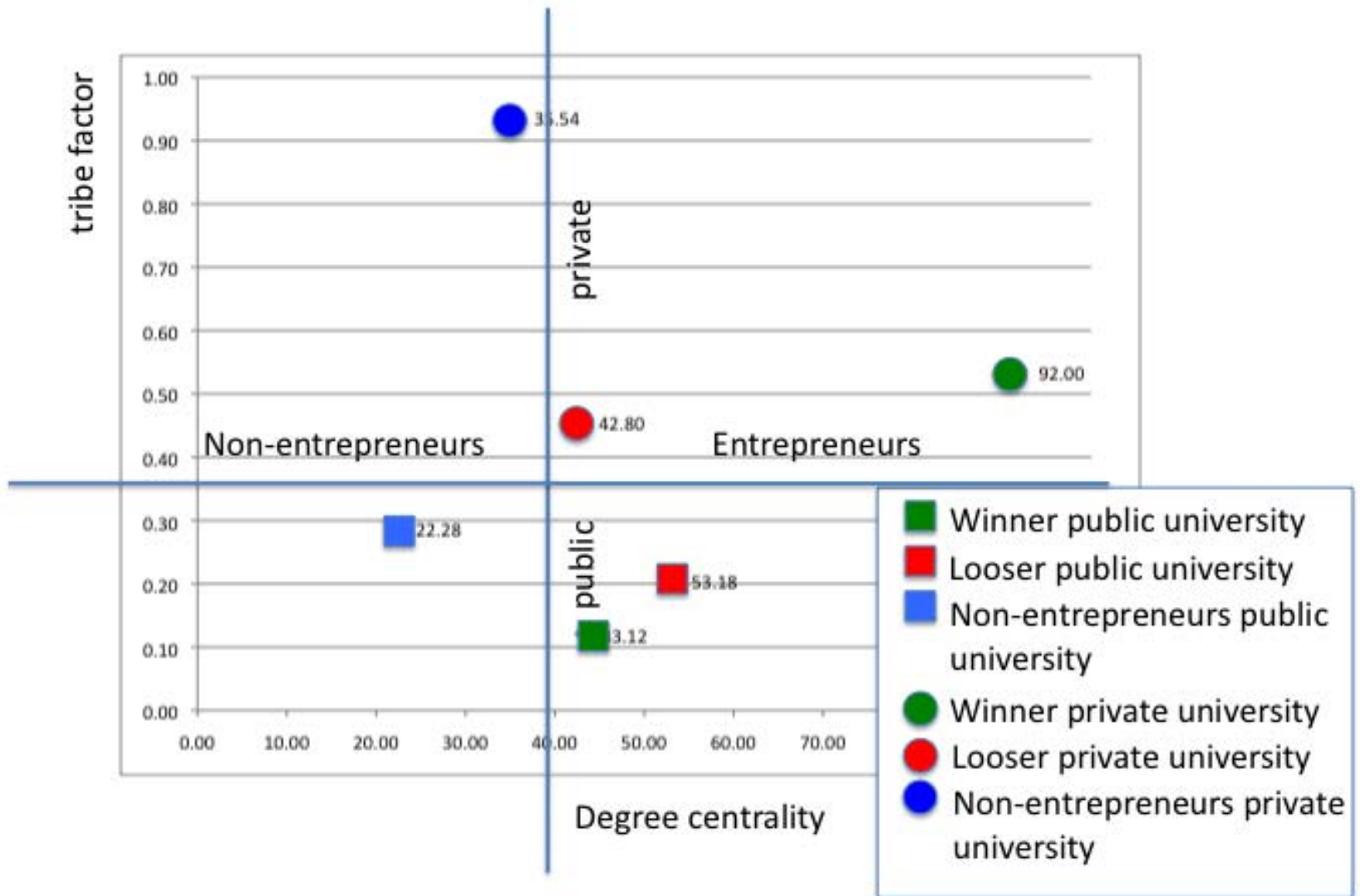
There is no truth, only **like**lihoods

# How Bees Swarm - Coolfarming



# **1. Queen – start cool trend**

# The Digital Divide – choose well





## **2. Venture to new grounds**

# 3. Coolhunting

- 200 coolhunters find next big thing
- “genetic” knowledge of what’s cool

# 4. Set new trend

- 200 coolhunters agree on next big thing
- Mutual reinforcement
- One coolhunter alone loses interest

# Angry Bird Cell Phone Game (Rovio)



**COIN**



**CLN**



**CIN**

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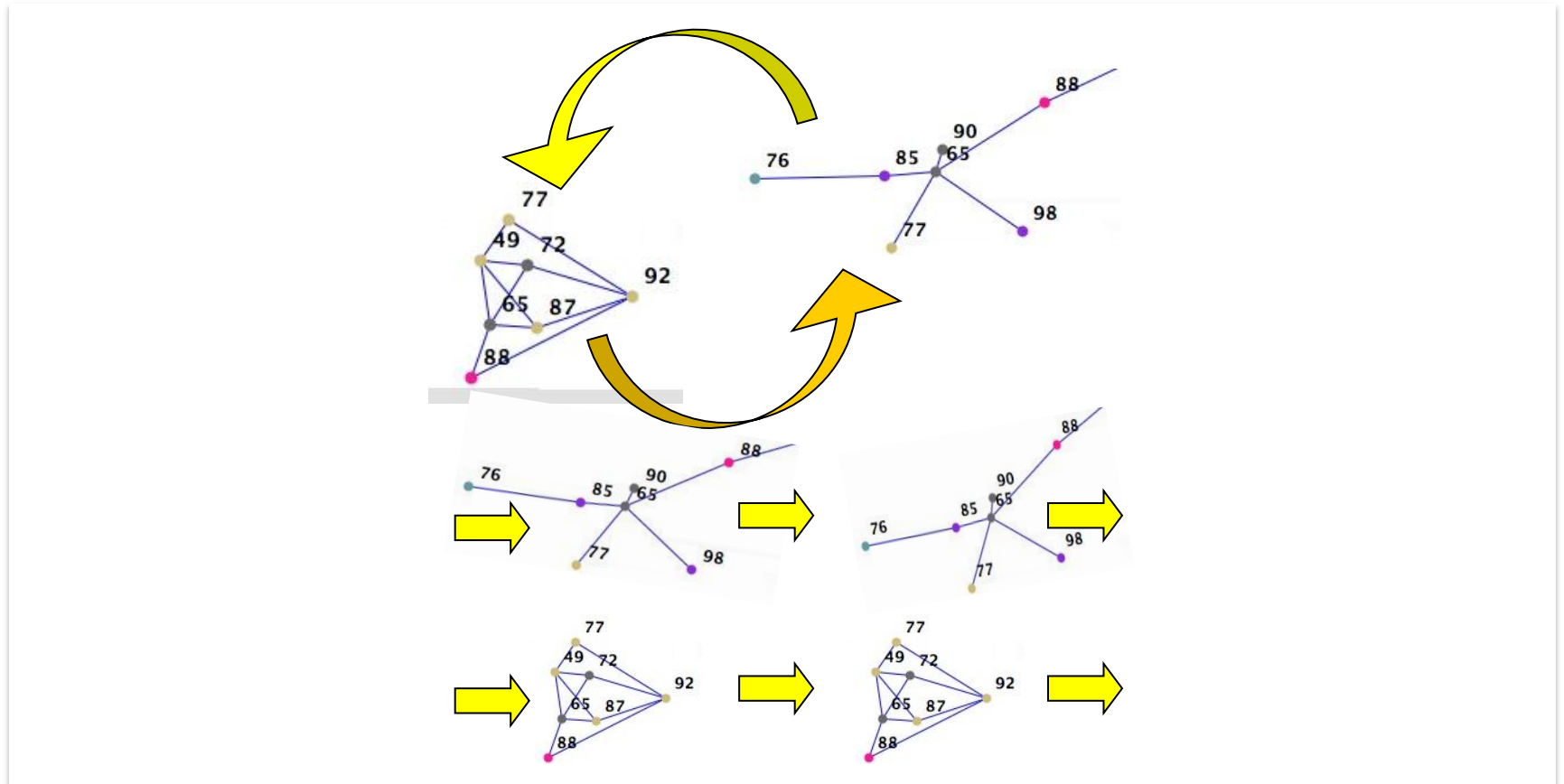
# 5. Heat the swarm

- 200 coolhunters heat the swarm

# Send samples to 300 bloggers

# 6. Guide the swarm

# Creativity and Performance of Eclipse Developers





# **7. Release attraction pheromone**

**Next big thing!!!**

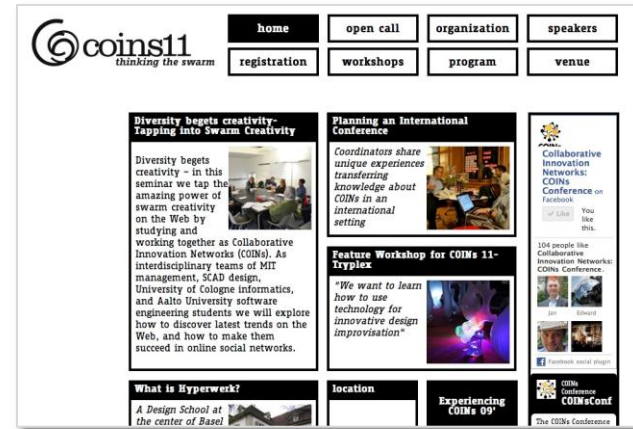
# Lessons.....

- Waggle dance
- Immerse yourself into the swarm – choose your friends well
- Rotating leadership
- Trust leads to flow

# Thank You

Tom Allen  
Robin Athey  
Melina Becker  
Hans Brechbuhl  
Gloria Busche  
Scott Cooper  
Marius Cramer  
Marco DeMaggio  
Pierre Dorsaz  
Lyric Doshi  
Scott Dynes  
Marc Egger  
Eric Esser  
Kai Fischbach  
Hauke Führes  
Julia Gluesing  
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Xue Zhang  
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Fall 2011

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