

We Increase Engagement by an Order of Magnitude

We have made it easier for suppliers to *want* to respond in Innovation sourcing events with Canada's largest entrepreneurial ecosystem acting on behalf of large enterprise innovation teams.

CLIENT: Communitech is one of Canada's largest technology non-profits charged with accelerating the tech industry nationwide.

PROJECT: Communitech members Wawanesa, an insurance company; Sonova, a hearing aid company; and Tulip, a consulting firm, sought innovative, seamless digital solutions for customer relationship improvement. As part of their Future of Retail initiative, Communitech hosted their Request for Innovation from start-ups and growth companies entirely on EdgeworthBox.

RESULT: 27 start-ups and growth companies indicated interest in Communitech's Request for Innovation. Of these, 19 detailed proposals were submitted on EdgeworthBox from 14 companies.

The EdgeworthBox messaging feature enabled companies to communicate directly with the client, resulting in more open information flow in both directions. The overall experience was described by many as "seamless" and Communitech was surprised with the elevated quality of the responses they received.



COMMUNITech®

"EdgeworthBox and their 'Request for Innovation' helped us with the matching problem. We increased both the quality and the quantity of proposals we received."

Adam Straker
Program Manager, Communitech

19 detailed proposals submitted