



For Immediate Release

Ideavibes Announces Crowdsourcing and Crowdfunding Advisory Services to Support Governments, Non-Profits and Brands

Added services designed to meet the need for helping organizations develop strategy and execution of campaigns and the development of custom initiatives.

Ottawa, ON – August 16, 2012 – Ideavibes founder and ceo, Paul Dombowsky, announced today that they are now offering enhanced Crowdsourcing and Crowdfunding advisory services to support requests coming from governments, non-profits and brands.

According to founder, Paul Dombowsky, “as a platform start-up, we would have conversations with people at various levels of government, brands or other organizations, all either wanting to engage stateholders externally or internally, or explore crowdfunding to fund economic development, social enterprises or community projects. The challenge has often been getting started so we are responding to this by providing some hand-holding support.”

Ideavibes’ Advisory Services will be focused first on education and then on helping organizations determine whether crowdsourcing or crowdfunding meets their objectives or solves their challenges. This evaluation will then lead to the development of a strategy and an implementation plan to ensure success with the initiative. Ideavibes is able to resource each stage of the process as is required to support internal staff who are often stretched with day-to-day operations.

“We think innovation and engagement are critical for any organization to be successful and they often don’t get the resources and support they need when times are tight. For organizations of any type to be successful, innovation in products, services and processes has to be given as much attention as the day to day – keep the lights on – types of activities. We are encouraged by some great initiatives happening and believe that the time has never been better to make innovation a more important part of our business and social culture.”

One organization that looked to Ideavibes for support is SolSolution (www.sol-solution.org) who is looking at incorporating crowdfunding into their business model. According to Samantha Go, Marketing Manager at SolSolution, “For the past few months, Ideavibes has been a valuable advisor and resource in building crowdfunding campaigns for SolSolution’s solar schools projects. Their passion and dedication for crowdfunding has helped us make significant progress in building effective online campaigns, ultimately allowing us to better engage supporters and collect funds to build momentum for our efforts.” SolSolution is both utilizing existing crowdfunding platforms as well as exploring the development of their own initiative to help schools fund solar projects.

For more information about Ideavibes and their new Advisory Services, please visit www.ideavibes.com or contact Paul Dombowsky at paul@ideavibes.com.

About Ideavibes

The Ideavibes Crowd Engagement Platform™ enables governments, brands and organizations to engage citizens, customers or members by creating crowdsourcing or crowdfunding campaigns



that are driven by the power of social media matched with traditional mediums. Ideavibes provides services and solutions that help you tap into the wisdom of the crowd to strengthen relationships through engagement, open innovation and participation. It's about starting innovative projects, solving problems, building better products, setting new directions, being more crowd or community-focused, funding worthy initiatives and sparking social and operational change. For more information about Ideavibes, please visit www.ideavibes.com

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