



# CROWD HUB

Release the power of your community!





**No one should experience your brand alone.**

Our suite of **tools** and **proven framework** will **increase engagement and accelerate the impact of your vision and mission.**

## OUR FRAMEWORK:

*Rome wasn't built in a day, but it was built on pillars. Every one of our platforms are built on our 5 Pillars of Community framework.*

## OUR TOOLS:

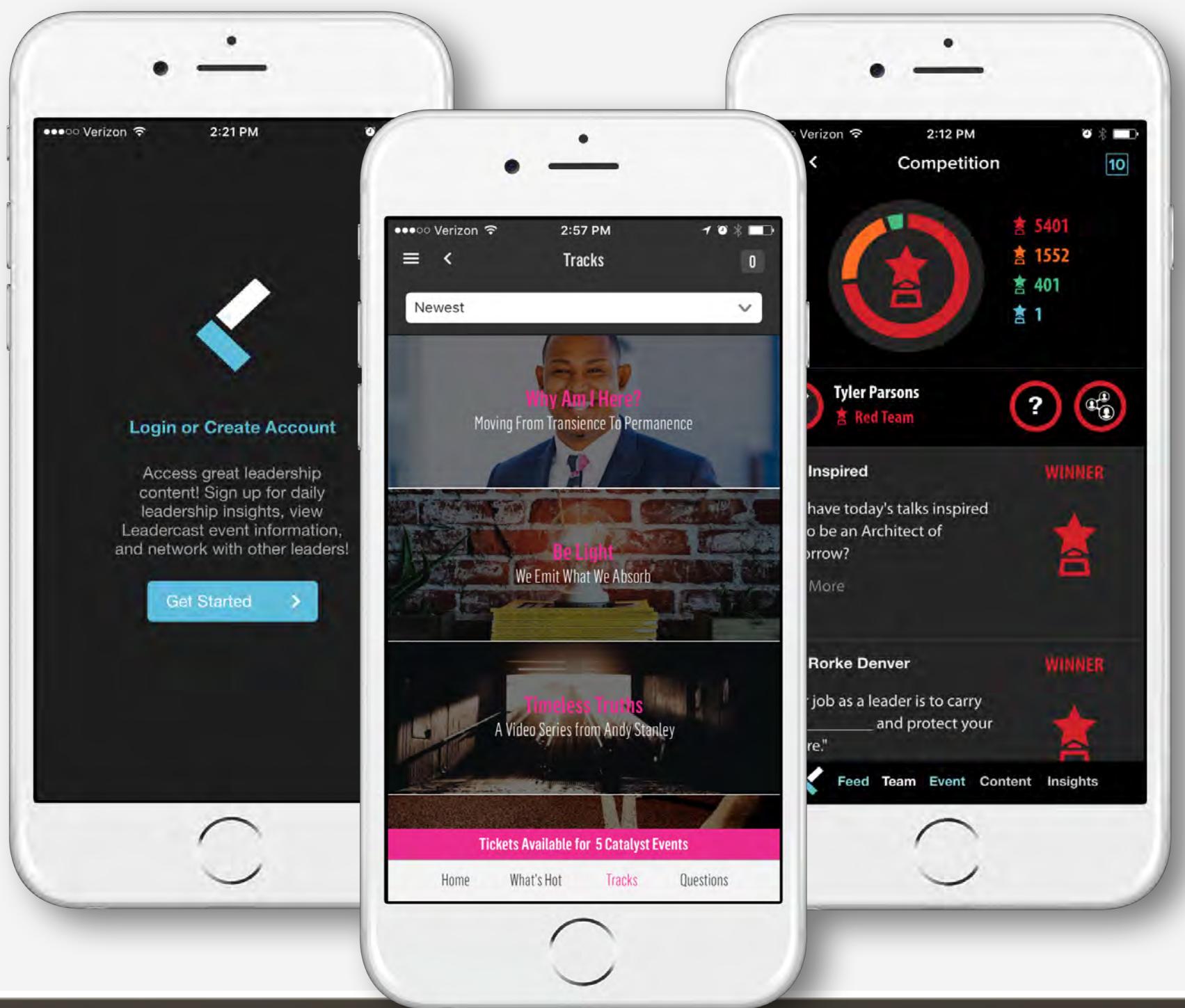
*For every action there is a reaction. We build action based tools designed to create the reaction you need.*

**03** Onboarding/Ongoing

**04** Gamification/Return Hooks

**06** Direction & Desired Outcome,  
Shared Responsibility, Progress  
Awareness, Rewards & Recognition  
Ecosystem

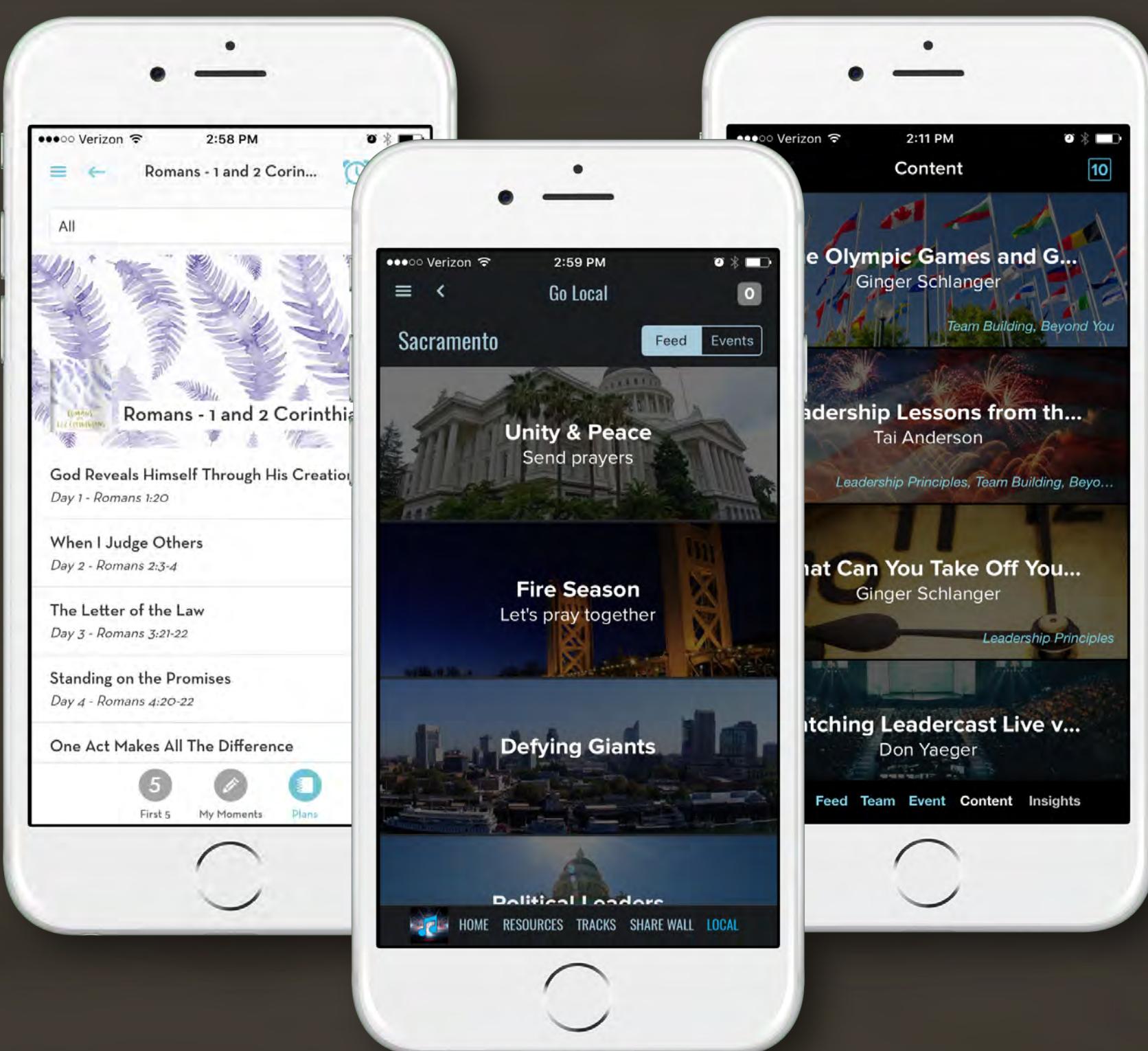
**08**  
**-12** Our Work



## ONBOARDING

From **strategic workflow** to **user customization**, onboarding is **critical**.

**ONGOING**  
Develop **rich content tracks**, match **users interests**, empower **crowdsourced communication** and support **real time engagement**.



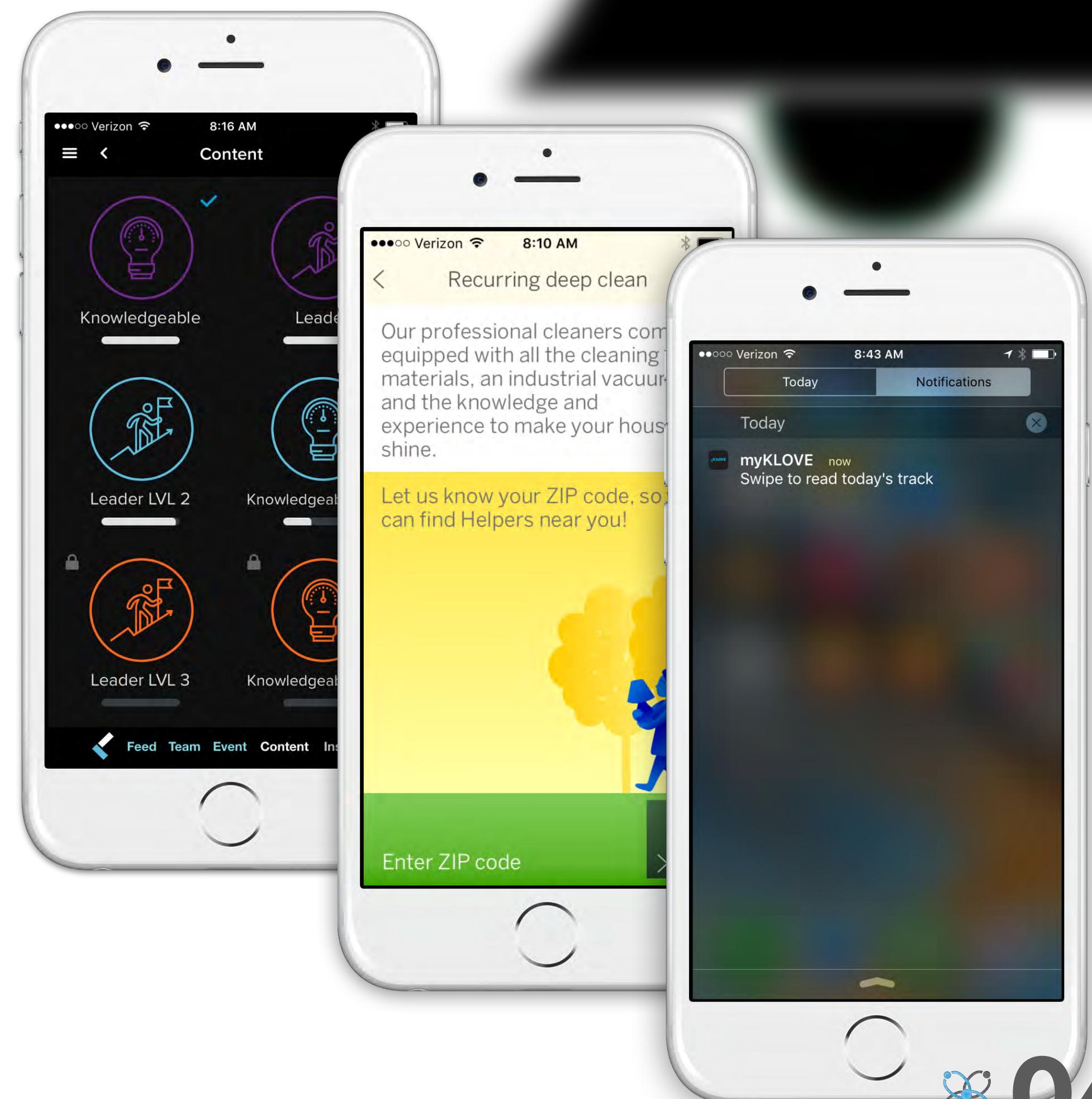
## GAMING

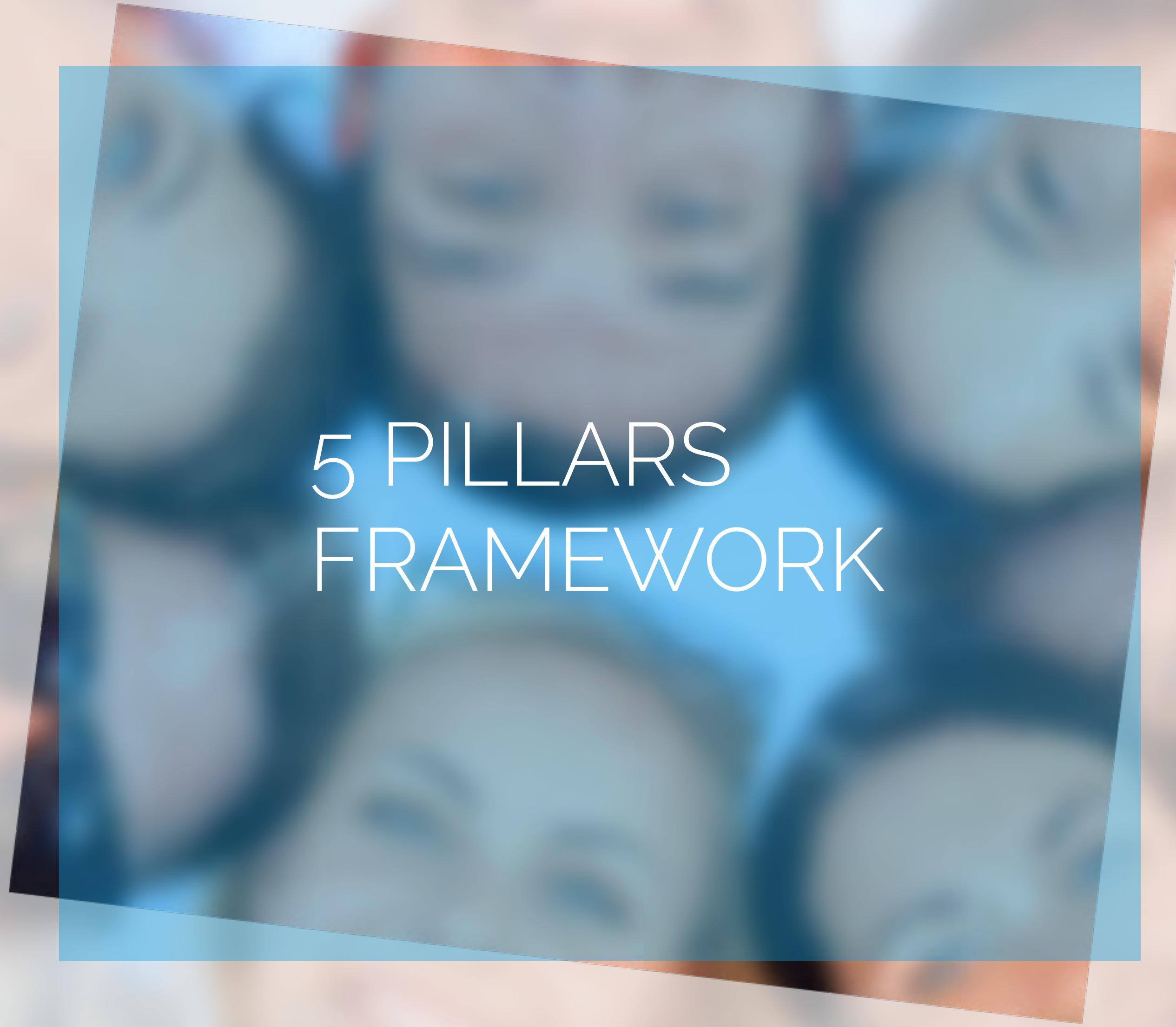
Explore **points**, **levels**, and **badges** to progress bars and countdowns to make engagement **fun** and **rewarding**.



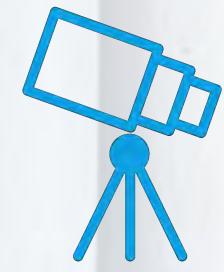
## RETURNING

Use **personal** and **team goals**, **crowd sourced support** and **timelapse alerts**. Give your community a reason to **come back**.

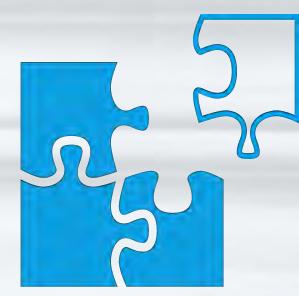




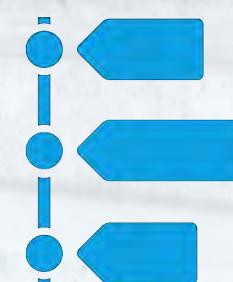
# 5 PILLARS FRAMEWORK



## Direction & Desired Outcome



## Shared Responsibility



## Progress Awareness



## Rewards & Recognition



## Ecosystem

How aware are individuals of where the **vision** is going and why the **vision** matters?

How aware are individuals of their **unique role** in accomplishing the **vision** and why they are **needed**?

Are individuals able to quickly see and evaluate the **progress** being made?

Does the **reward** for accomplishing the vision outweigh the requirements for individuals **executing** it?

What organizational framework exists to manage **ongoing growth** and sustainability?





**OUR TOOLS AND  
FRAMEWORK IN ACTION**



# DUTCH BROS

Employees are immediately **immersed** with company culture and how they can **engage** in community.

They can create their own profile with a **unique** username, photo, company information and **connect** their social media accounts.



## Direction & Desired Outcome

To create a place where employees can read, watch, listen and experience the Dutch culture in one interactive place.

## Share Responsibility

Users will have an individual and team component where they can engage in culture, building content with others. By creating community, users will experience the Dutch culture firsthand.

## Rewards > Requirements

Users will have the opportunity to earn points in competitions that can earn them rewards and prizes from the company.

## Progress Awareness

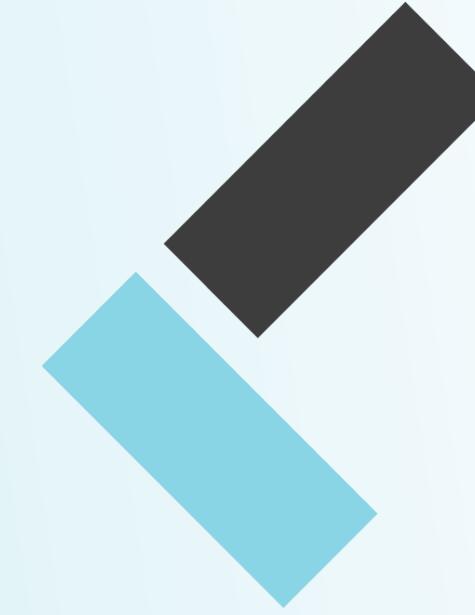
Users have the ability to track their progress by completing unique badges as they engage in culture content.

## Ecosystem

Users will gain alerts through push notifications to encourage users to return to community and culture engagement.



# Leadercast



News updates and frequent posts with **refreshed** content give ongoing **value** to your community and provide a reason for users to return to the platform.



## Direction & Desired Outcome

Become a Leader worth following. Read, watch, and engage in leadership content better equipping you to expand your marketplace influence.

## Shared Responsibility

Users challenge both themselves and others by responding to compelling questions, polls and action challenges. Living the content allows users to lead and grow together.

## Rewards and Recognition

Users will experience rewards both through exclusive content only available on the app and tangible products, given to those who engage.

## Progress Awareness

Through development, tracking progress, and live event leaderboards, users can gauge their growth as leaders who loves the church.

## Ecosystem

Push notifications, emails, and track completion alerts will serve to notify users of new available content, motivating returning users, and increasing engagement.



# Be Neighborly

Partnering With:



Through targeted push **notifications** and **email campaigns**, we **remind** users of their **value** to the community, and what they can get out of it if they **return** to the platform.



## Direction & Desired Outcome

Users will provide food donations via their smart devices removing the physical challenges of onsite food drives, thus exponentially increasing resources to local food banks.

## Share Responsibility

Each user will create or join a team to which their donation will be assigned. By facilitating community and competition, users will challenge each other and champion the cause.

## Rewards > Requirements

Users will experience rewards both through the team competition as well as the altruistic act of supporting those in need.

## Progress Awareness

Through live team and news updates users will gain insights into total impact as well as the lives of those being impacted.

## Ecosystem

Users will gain alerts via push notifications, emails and team updates. Alerts will serve to educate and motivate users to return and increase engagement.



# WAKE UP!

GAMIFICATION



**Wake Up!** uses gamification through the Experiment feature. The process begins with the user selecting an experiment curated to their **needs**, capturing the experiment through **journaling + photography**, and ends with rating the **impact** of the experience on their overall well-being.

## Direction & Desired Outcome

To escape a life spent on autopilot, users are able to engage in energizing experiments that are designed to liberate oneself from routine.

## Shared Responsibility

User's capture or complete experiments through journaling and photography, sharing their experience on a community feed.

## Rewards > Requirements

Experiments act as a rewarding utility, providing an opportunity for users to interact and play; as well as receive emotional boosts.

## Progress Awareness

Experiment results are analyzed in the user's profile under the 'Progress' section to allowing for user to view their own feedback.

## Ecosystem

Users share their personal experiences with a global community and receive new & fresh experiments curated to their emotional needs.

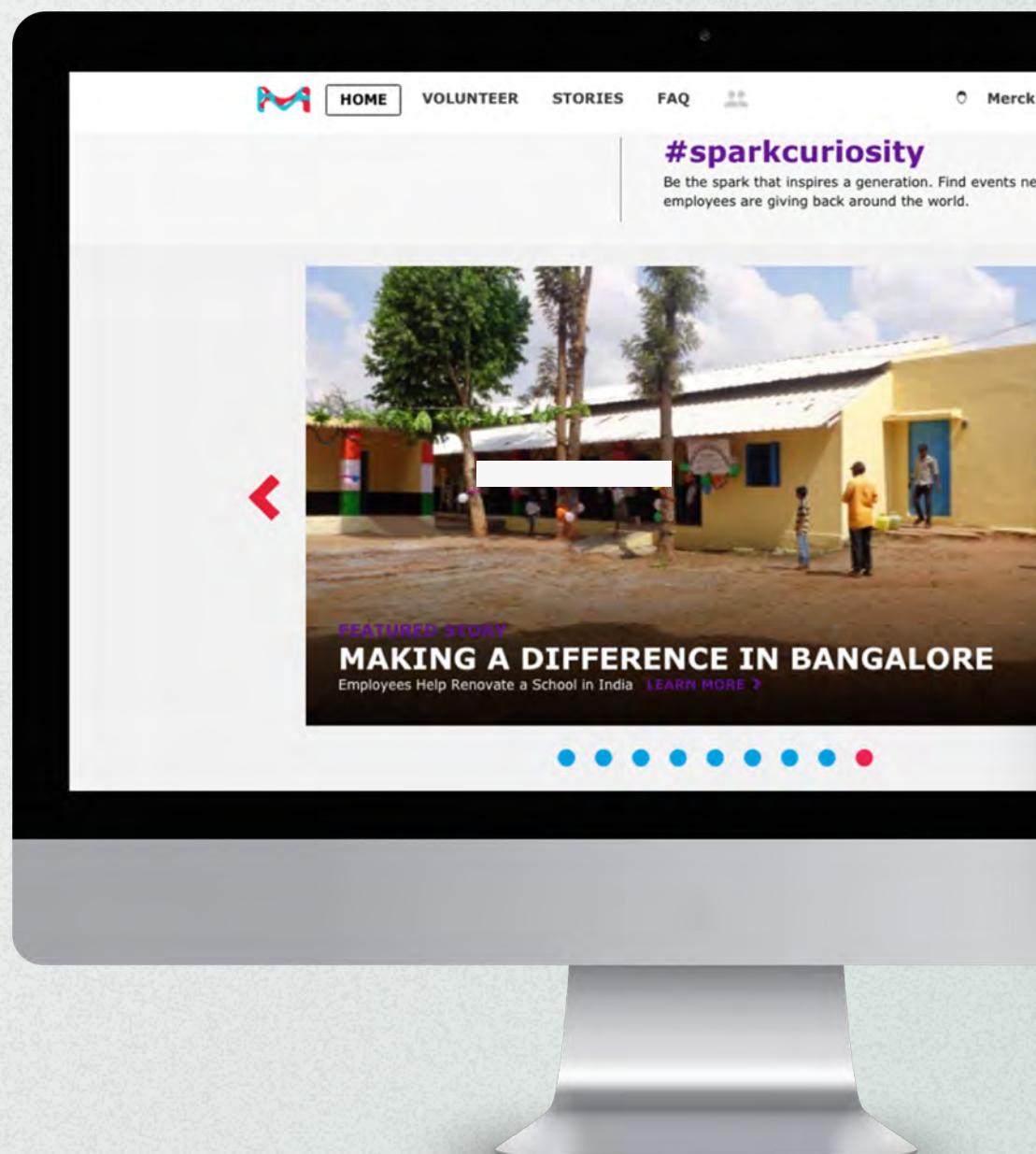




# Profits4Purpose

## CROWD HUB POWERS Corporate Social Responsibility

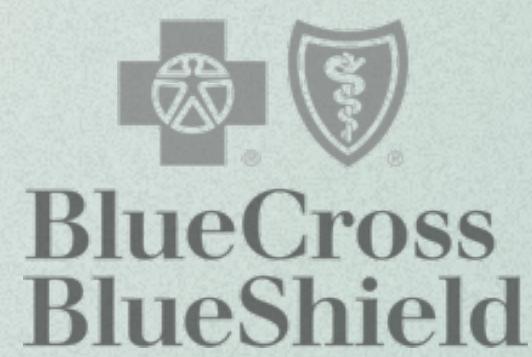
With over **1.5 million employees** accessing our CSR platform, the world becomes a **better place**. From best-in-class volunteering, giving opportunities and grant management portals, employees and executives can see and create real-time impact.



MERCK

MAC

FredMeyer



BlueCross  
BlueShield

Duke  
REALTY

COX  
COMMUNICATIONS

KILPATRICK  
TOWNSEND

HYATT

First Tech  
federal credit union

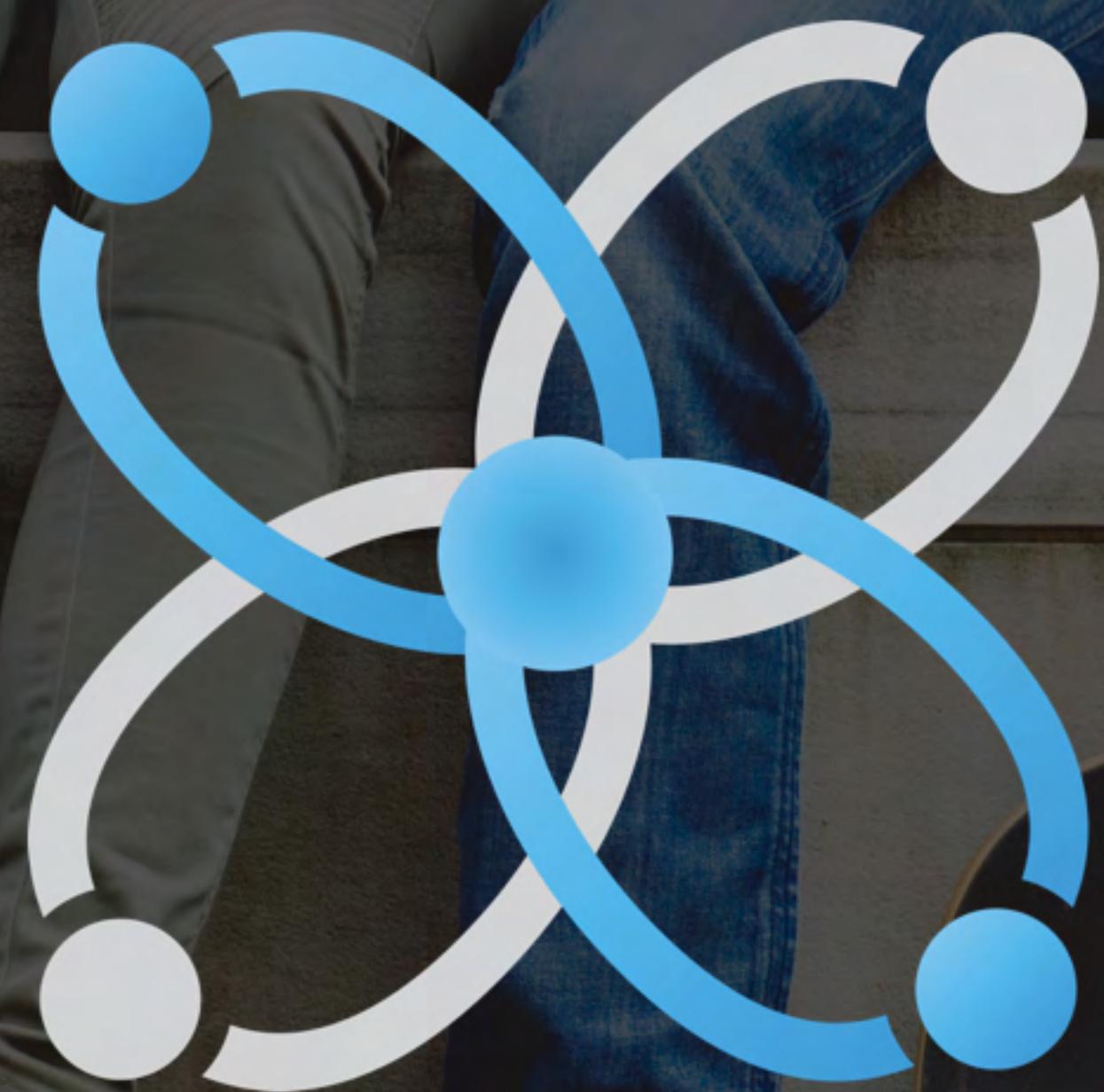
ViaSat

Abbott

ESTÉE  
LAUDER  
COMPANIES



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