



## **BRAINWAVE 2010 – INNOVATION COMPETITION**

Our annual in-house innovation competition “Brainwave” is now open for submissions. Brainwave is a platform created by Symbioun with the objective to nurture creative ideas from our employees that foster innovation. Our tag line for this year competition is “Innovate, Illuminate” with a focus on new ideas that will enhance customer experience, and improve productivity of software product development teams.

Past editions of Brainwave had given birth to new ideas that translated into winning business ideas for Symbioun. Example: Creating a white-labeled product framework for mobile advertisements and communication. We have decided to raise the bar in the evaluation process this year. Participants are expected to do a thorough research and present their ideas with market facts, trends and how it can impact or bring a change to our business. We have listed a few categories for the participants to present their ideas this year. They are 1) Customer Service 2) Business Efficiency and 3) Team empowerment. The winning idea will be funded by Symbioun for implementation and employees will co-own the product for commercialization or rewarded appropriately.