



Coinspire gets people together to make ideas reality

You know your ideas are safe while you reach out to a global community, gather momentum and be sure that every contribution is fairly valued down the line. How this feels is told by a success story that happens in 2015.

Chris cannot believe how far he has come with so little. He had the idea when he saw his kids play Guitar Hero relentlessly, every day. There was a focus and immersion that he was missing from the students he was teaching how to play the guitar. Now, only six months later, he holds a working concept and three financial offers on the table to make it reality.

Chris knew from the start what he wanted to create: He wanted to bring a game-like experience into the practice lessons that are necessary to master any musical instrument. He knew how to play the guitar and even owned a little sound studio at home but had no idea how to create a good game. His research told him that only 1 out of 12 game concepts made it as a product and not all of these were actually successful. With a family of four, there was no way to give up his day-job and invest their life savings on the slim chance it would work.

Chris didn't know how to design and build games, and he didn't have a game designer among his friends; he didn't really know where to start. Luckily, over a beer, a friend talked about submitting a small problem to a webportal of inventors and found that the world was full of geniuses ready to help. Chris checked out the website called coinspire, dubious if it was actually that helpful and, specifically, if it was safe for his idea to be shared to the world without being copied or stolen.

What attracted his attention first was a list of the top 10 experts on the site and he recognized their names from the newspaper. Chris was also excited about a list of concepts that had been launched as

Hello Tom Creator | Log out | Settings | Search | coinspire

Sly Designee | Angel Propos

Paul is married and has two children. He is an **Software** expert in the **Electronics** industry. He is interested in **designing** his own guitars. He is active in the **Markets** helping predict the next successes in the **Music** industry.

What makes me tick?
 Making easy to use and elegant consumer electronics work for people

Current Engagement

Active Projects
 Children Sound Studio
 Story of Music
 *** Not disclosed ***

Engagements
 Freelance software engineer @ Gibson
 Own Guitar Workshop

Expert Papers
Top rated
 Fast feedback loop for analogue to digital sound recorder
 Design of musical instrument interface

Recent
 Production setup for a tailored interface design

Project References
Top rated
 Apple iPod Guitar tuner
 Alice Cooper Custom Concert Guitar

Proposed Ideas
 Story of Music - Part 2

ventures by the investor community. This looked promising from the start. He searched the website for a web designer with some musical experience and found three potential hits. The only thing now was to contact them with his proposal.

It was actually easy to enter the information about the problem he wanted to solve, the potential solution he had thought up and the one thing that he thought was missing: a good game design.

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Guitar Trainer | Game Learning

Rockbox

Business Idea
 A trainer that teaches a person how to play a guitar via an engaging game story and online community

Problem to Solve
 Creating an immersing game play for an effortless learning experience

in Consumer Electronics

Business Plan
 Customer and Markets
 Sales and Revenues
 Costs and Investments

Expertise for Software Design (click to approach)

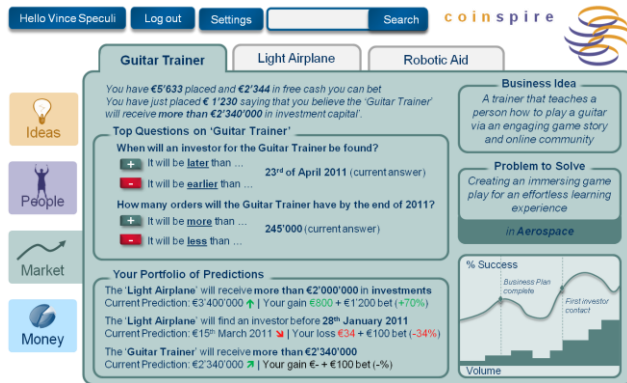
Name	Level	Score (#)	Projects
Angel Propos	★	95% (234)	15
Sly Designee	★	90% (120)	3
Don Student	★	70% (24)	9
Rich Dabbler	★	50% (14)	1
Eve Starter		80% (3)	2
Noel Taste		30% (60)	5
An Other		N/A (0)	1

What paranoia had kept him from sharing his ideas earlier? On coinspire he controlled what he disclosed, knew that he worked with people that can be trusted. If anybody would still misuse his trust he could count on coinspire's terms of business and activity records to help him defend his rights.

24 hours later he got a response from Sly, a freelance game designer and developer that had worked with EA Games. His suggestions to Chris' requirements were spot on, he played a guitar as a hobby and had a good rating from previous coinspire projects. Chris invited him to his new team to create 'Rockbox' – the interactive guitar trainer. Sly suggested to make 'Rockbox' an online role play with some mini-games that teach the necessary techniques to master the guitar in the game and in real life. They had even thought up a talent show that could be produced by a television network.

Sly liked the idea but had doubts if it could actually find a market. He suggested to put up some questions in the coinspire idea market to

understand how it would sell, who would buy it and why people would want to have one. Chris had heard about prediction markets but didn't quite know how they worked. He investigated the market and found a project he wanted to try out his knowledge on guitars: A miniature guitar that can be carried in a pocket. He placed a €50 bet on the future: He put €20 on more than 100'000 mini-guitars sold by the end of 2015 and €30 on an average price of €150. The payback was immediate as the mini-guitar attracted more interest and his predictions proved right. The team behind the project got quickly noticed and snatched up by Gibson, who promised to take it up as a product.



Chris placed his questions on the success of 'Rockbox' onto the market. He attracted a lot of people's money and their collective outlook for his project. He expected a number but what surprised him most was the insights that he got from the people betting for and against of his predictions. A majority of bets in the market told him that he would be most successful in the Scandinavian market and less so in Japan – the birthplace of Guitar Hero. He should focus on the online world and role play content to get early adopters quickly.

With more direction, Chris and Sly had fun pulling together the story line, designing the elements of the game and creating some code around the idea. They realized that making it work with the sound-studio equipment would require a more advanced code to allow faster interaction of guitar hardware with the gameplay. Sly knew this skill is hard to find and they placed a requirement on the coinspire website. Unfortunately, the first person that responded, Boris, could not make it work and gave up quickly. Chris and Sly had no choice but to vote badly on his performance. They found Rajiv, a gifted IT Tech from Bangalore, that finally made it work. Rajiv once admitted that he got onto coinspire more as a hobby but since he has a talent in developing embedded software is able to make a very

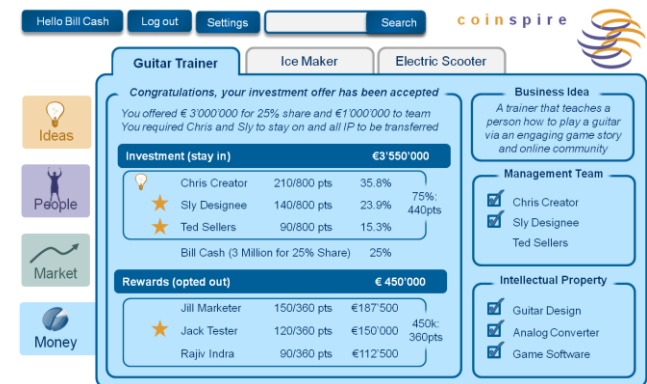
good living from all the ventures that he helped with tailored code. He even secured some patents from this work.

After this everything happened very quickly: They spent a week at the coinspire campus, hammering out the finer points of the game and then tested it in an independent test lab in Austria. With coinspire help, they found a Chinese company to agree to produce the hardware for their game at a decent price. This only in a couple of months. Chris realized that this was his dream coming true and placed some bets coinspire, predicting that his idea would reach the market by 2016.

He did not need to wait long for the concept to find support among the coinspire community and there were three very different investors proposing a way forward:

1. Sony with the offer to take it over and pay the team for all the intellectual property.
2. A European venture capitalist that would give the team money for the past work and a significant amount for Chris and Sly to take it to market.
3. A US business angel that wanted to buy the concept with the requirement that Sly would stay on.

Chris has already calculated on basis of his contributions and the team's evaluation on his work, how much his payout of Sony's or the business angel's money would be and what share he



would have in the new business suggested by the venture capitalist. Would he really give up his life as a music teacher to make his way as a business man or get the payout and work on the next big idea? What would you do if you had the chance?