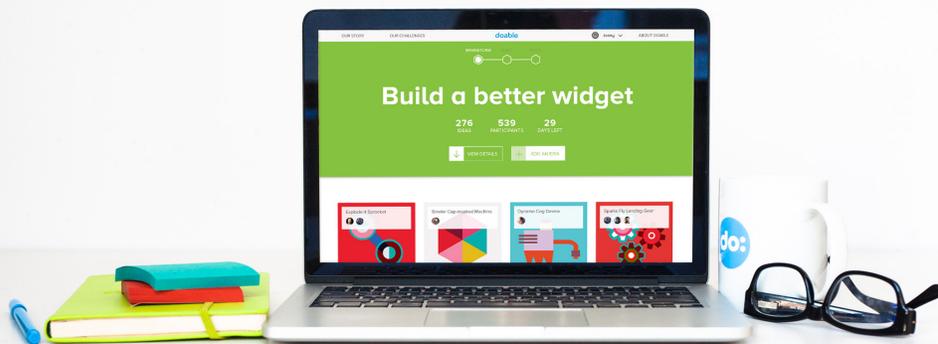# doable

About Doable

Doable is an innovation platform designed for millennials, a new generation of workers impatient to create something new and leave their mark. Enlightened leaders can unleash the talents of their people; empowering bold employees to band together to take the innovation process into their own hands.

Sometimes called Intrapreneurs, these workers are highly motivated, yet often lack the resources and connections to make their ideas real. Doable gives them a way to create, validate and pitch their innovative ideas, while helping organizations support and grow intrapreneurship. Through a simple, repeatable and transparent process, Doable enables groups of all kinds–teams, communities, companies–to find new solutions for the challenges and opportunities they face.

Doable was incubated by co:collective, a strategy and innovation company that works with companies like IBM, Google, Microsoft, and GE, to name just a few. Co:collective is home to a restless bunch of creative and entrepreneurial types who are constantly searching for better ways for companies to create more innovative and collaborative cultures. Doable is one result.

Quick facts

Made by Millennials for Millennials
Doable was built by a small team of young designers, strategists and engineers

Enterprise-ready SaaS app
Doable is a cloud-based web application with both free and paid versions

Used by organizations in 10 different industries
Including retail, media, hospitality, advertising, engineering, education and finance

Launched Beta in October 2015
260% increase of account signups since Beta

Incubated by co:collective
A strategy and innovation company located at 419 Park Avenue South, 3rd Floor, New York, NY 10016

Beta survey

Participants were surveyed before and after using Doable. We saw significant increases in those who "strongly agree" with the below statements.

↑ **25%**

I feel very confident in my ability to generate and develop new ideas

↑ **43%**

I frequently connect and collaborate on ideas with those outside my department

↑ **33%**

I regularly receive appropriate recognition for the work I do

↑ **30%**

I am satisfied with my opportunities for growth

The first innovation platform built specifically for intrapreneurs

Intrapreneurs are employees that act in an entrepreneurial way within the walls of a company. They're go-getters with a strong drive to create something new. Intrapreneurship as an innovation strategy puts these valuable employees at the center of the innovation process. We believe that this bottom-up approach can make companies more innovative and employees more engaged.

In today's world, there are many tools for helping people live their entrepreneurial dreams and make their ideas a reality. Yet inside corporate walls it remains difficult for people to have their ideas heard, and harder still to have resources allocated to those ideas in order to make them happen. With Doable, organizations can break through barriers that stop good ideas from developing. Doable's transparent and repeatable process takes concepts from ideation through validation to creation—and transforms employees into intrapreneurs .

Because innovation has to move fast, we have created a free version of Doable for employees who don't or can't wait for permission to start working on something great for their company. Because Doable is a cloud platform, there is no need for IT to get involved, and people can easily invite any of their colleagues to collaborate on it.

A platform for Millennials by Millennials

Doable was created by a group of young business consultants, designers, and technologists who were tired of working with legacy enterprise platforms built for a generation that didn't grow up with digital tools. As of 2016, Millennials make up the largest working population in the United States, and they have fundamentally different ideas of how they want to work. Coined "the entrepreneur generation," Millennials require tools that will help unleash their creativity and enable conversations to advance their ideas, experience and education. Doable enables them to meaningfully contribute to their organizations and advance themselves at the same time.

Craving autonomy, creativity, and purpose, a majority of Millennials believe they will need to leave their companies within the next two years to find those things. Doable was designed to allow Millennials to follow their passions AND keep their jobs by empowering them to drive purpose-led innovation within their companies.

To date, we have had excellent engagement rates from Millennial deployments within organizations, with an average activation rate of 92%, an average ideation rate of 78%, an average participation rate of 86%, and over 14 minutes spent per session. In addition, Millennial groups that have utilized Doable have reported feeling both more engaged with their organizations and more able to innovate.

"I liked the idea that [Doable] gives us a voice. In the millennial generation, we haven't been working very long, so it's cool that we had a voice."
—Employee in the media industry

"Play around with the site to get comfortable; if you can figure out how to use Facebook, Twitter, Pinterest, Snapchat, or Instagram, you will be just fine!"
—Group Leader in the retail industry

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Benefits

Innovate from the bottom up

Doable is free cloud app, so anyone can sign up for an account and start doing.

Launch challenges

Challenges focus the efforts to a specific opportunity or problem. You can filter who participates in challenges by creating groups within your organization.

Give everyone a voice

Anyone participating in challenges can create ideas, comment and vote on their favorites. Participants can have their ideas seen by the people with the power to say "yes."

Make better decisions together

At the start of a challenge, everyone gets shoutouts (votes) to use on ideas they love. They can spread them out equally or go all-in on a game-changing idea.

Validate ideas with Proof Points

Proof Points do double duty. For idea creators, they guide them through the process of evolving and refining their initial concepts. For challenge admins, they do the heavy lifting of evaluating an idea. Choose from a standard set of 12 Proof Points or create your own.

Let everyone follow along

Post photo, video and text updates while you're prototyping and testing ideas. Participants can like and comment on posts.

Innovate with purpose

Organizations can showcase their purpose through a dedicated space we call the Quest page. Along with articulating a company's Quest, Doable gives organizations the opportunity to communicate the objectives, values, and actions that must be taken and that have been taken in order to live that Quest out in the world.

Gamify the innovation process

Users get badges for special actions and Cred (our points system) for engagement.

Contact us

We'd love to hear from you!

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