



## Bridge – The way you get there

### Resume

I see people having ideas all the time. A research called “Mind Storming”, by Robert Abergel, shows that a common person has two to three ideas per year that can make her a millionaire. However, just a few people think about their ideas.

Thinking about it and observing my scenario I can see that it’s not too difficult to have an idea. The real hardness it’s bring it to life, make it happen. Most of times there are bureaucracy, money issues or, even, contact problems to build something out of the mind.

So my idea it’s to create a collaborative website, applying the concept of crowd funding. It’s called Bridge and it's proposed to be a way to help people to achieve their objectives and change the world by their ideas.

People would first create an account, login and then register their ideas. They could choose if they want to put their ideas online or not. Those who choose to publish would be exposed online and people could vote in the ones they liked most, like on Facebook, share (Facebook, LinkedIn, Google+, Twitter), comment, indicate or adopt.

Bridge would have a site version for mobile. It would have a Facebook page and some campaigns on TV.

### Why do people need the Bridge?

In the context in which the mobile phone has become popular, the prices of electronic devices that access information via the internet are becoming more affordable, plus the fact that we have a growing number of devices converging together, it becomes increasingly easy to corporations of different sizes transmit their information to the general public.

Thus, generating a “war” to see who 'shouts the loudest' as well as the growing call for public attention, which is being increasingly bombarded with various segments of content.

However, the excessive number of content (spam, banners, billboards, flyers, etc.), along with the increasingly easy access to information along the natural evolution of human culture and mentality, is making consumers be less sensitive to these traditional forms of information.

That way, you can combine business with pleasure. The site would help people who have ideas to make these ideas visible and possibly concrete.

### How does it Work?

"Bridge" would have multiple partners with different companies that would be the sponsors, and count on a team of "experts" to evaluate the ideas and send the most promising ones to the responsables, the bosses, people who have money and resources (and that, who knows, can offer you even a job if you are good enough).

The ideas that were not sent would not fall into limbo, everyone would have an opportunity.

They could be published online and, as stated above, put to vote, comment and interact. Those who had more engagement would be more relevant in the main pages in the website.

Still, some sponsors could embrace it and put it on the market if he liked it very much. Moreover, website visitors could also contribute for a funding to help the idea they considered worthy, so helping the creator himself to start building it.

Bridge would also give all instructions and tips on how to launch campaigns, products, companies. What bureaucratic processes needed, how to begin, how to keep going, how to contact sponsors.

### Can any idea be considered?

There will be a preference for ideas related to environmental, social or cultural causes that makes difference to the world. That can be a campaign, a product or a business.

### What are the benefits to the person, beyond the resources?

One of the principles of the site is "We can help each other." The Bridge will help people to develop their business plan and make the connection with people or companies who have interest in bringing the idea to life.