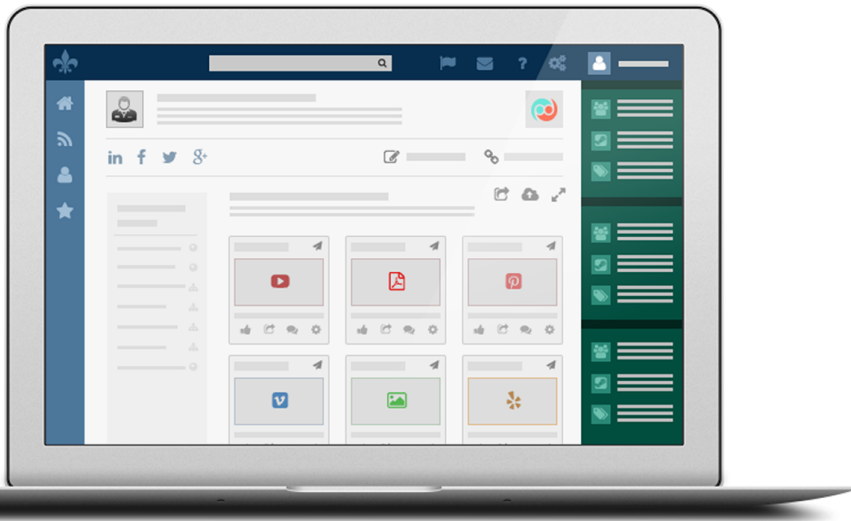




Collaborate outside the box

Peerdash is the Secure and Social Collaboration Platform that harnesses the power of your stakeholders



Peerdash is a secure ecosystem management and collaboration platform for multi-stakeholder environments

Industry, Government, and Academia all face the daunting task of communicating vast sums of knowledge by and between employees, stakeholders, customers and decision makers. Often multi-institutional, a company's vital information can run the gamut from Intellectual Property to Public outreach.

Peerdash is built from the ground up for large-scale data collaboration – with a user-interface and experience as simple and familiar as Facebook. And, unlike other “collaboration software”, Peerdash is a complete system – from developing private IP to collaborative workflow and project management to publishing to the whole world!

For more information, contact:

Jenna Kelly, J.D., CEO

Surfdash, Inc.

jgavin@surfdash.com

peerdash Content Management System (CMS)

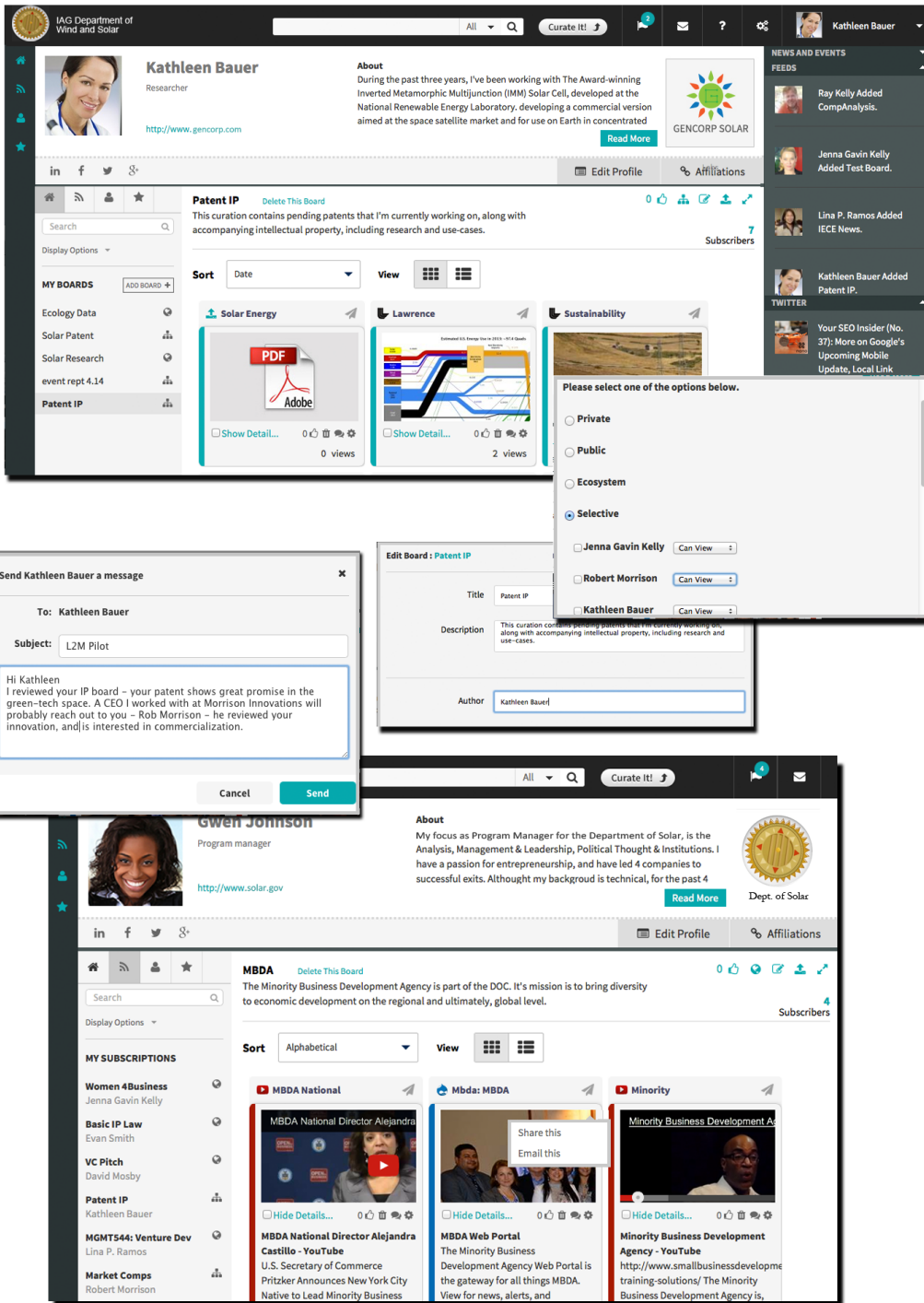
with business collaboration, secure file transfer, and social media tools

Centralized Knowledgebase
Secure Access Permissions
Social User Experience
Solves Business Problems

Peerdash makes communicating complex ideas – *research, business, innovation* – simple and secure; amplifying resources, decentralizing responsibilities, and reducing engagement costs.

The unique database design is content-centric, taking security and access control to unprecedented levels.

Multi-stakeholder curation and social business tools facilitate/archive business decisions; creating a searchable, multimedia resource library.



The screenshot displays the Peerdash CMS interface. At the top, there's a navigation bar with a search bar and user profile. The main content area shows a user profile for Kathleen Bauer, a researcher at Gencorp Solar. Below the profile, there's a 'Patent IP' board with a PDF document titled 'Solar Energy'. A modal window is open, showing a message from Kathleen Bauer to Gwen Johnson. The message discusses a patent review and commercialization interest. The interface also shows a sidebar with 'MY SUBSCRIPTIONS' and a bottom section with various news and events feeds.

Research to Commercialization

researcher-created profiles result in a searchable stakeholder directory

contextualizes research within a stakeholder's virtual workspace

fosters cross-discipline to inter-institutional collaboration

public-facing content attracts potential stakeholders, industry and financial interest

Enterprise, Government, University Collaboration

supports partnerships with secure, content-level access permissions

reduces administrative bottle-necks, with user-controlled content and decentralized tasking

contextualized IP is secure on your local server or private cloud

authorized collaborators interact via social business tools; IP is accessed, not exported

IAG Department of Wind and Solar

Robert Morrison
Entrepreneur/Business Owner

<http://www.morrisoninnovations.com>

Send Message

About
I am an entrepreneur and business owner, transitioning patents to market regionally. I have a Ph.D. from the University of California, Advanced Solar Technologies Institute (UC Solar). My current company is bringing solar to off-the-grid locations in Africa and South America via

Read More

View Profile Affiliations



ENTREPRENEURSHIP TO WORKFLOW

Presentations

Unsubscribe

2 Subscribers

Internal Use Only Documents in this curation are for the private use of Morrison Innovations and its employees. All information is proprietary. **Do Not Share**

Sort Custom View

This board curated by Robert Morrison

Business Plan Projected R&D Property and

Show Details... 0 views

Comment

I agree, also the rev model

Send

Morrison

Sound strategy.

However, you might consider

being more aggressive in your

securely store and organize proprietary information; access on any device

private, collaborative work-space and resource library for virtual teams

connects potential stakeholders and industry interest through targeted search/subscribe

real-time response to market with social sharing and SEO branded public pages

RESOURCE LIBRARIES & USER PORTFOLIOS

create and curate learning materials that can be shared, discovered, and "followed"

departmental, teacher and/or peer review functionality

portfolios and collaborative research remain within the learner's personal knowledge-base

automatic MLA/APA citation for research and press

MGMT544: Venture Dev

Subscribe

4 Subscribers

Introduction to the process of developing a new venture concept. Examines key issues in new venture creation, including the role of the entrepreneur in transitioning ideas to business opportunities. Special emphasis on developing a rapid opportunity analysis, identifying a sustainable business model, and business planning.

Sort Custom View

The Stages in Venture Capital Investing - CFA Level 1 | Investopedia

Alternative Investments - The Stages in Venture Capital Investing Venture capital is a source of financing for new businesses. Venture capital funds pool investors' cash and loan it to startup firms and small businesses with perceived, long-term growth potential.

0 views 0 likes 0 shares

Entrepreneurship: Successfully Launching New Ventures, 4/E - Bruce R. Barringer & R.

Pearson - Entrepreneurship: Successfully Launching New Ventures, 4/E - Bruce R. Barringer & R. Duane Ireland

Pearson Learning Solutions will partner with you to select or create eBooks, custom eBooks, online learning courses, resource materials, teaching content, media resources and media supplements. Simply share your course goals with our world-class experts, and they will offer you a selection of outstanding, up-to-the-minute solutions.

0 views 0 likes 0 shares

MY CONTACTS

Robert Morr Messages

Kathleen Bauer Messages

Gwen Johnson Messages

Rob Carr Messages

David Mosby Request Pending

Lina P. Ramos Messages

Zoila Gomez
Student

<http://www.ude.edu/>

Connect

About
I am an undergrad student, currently working on my MBA, and I'm excited to be working with Morrison Innovations. I have a passion for the geek stuff - tech transfer & entrepreneurship!

View Profile Affiliations

Solar Projects

Unsubscribe

1 Subscribers

These are some examples of my work -- including analysis, testing and original designs.

Sort Custom View

Solar Energy Passive Solar Working Paper

Figure 4: Solar + battery

PDF

PDF



Content Management ~ Organizational Workflow ~ Industry Collaboration ~ Social Media

- Private, secure, centralized database, for inter-enterprise workflow and decentralized tasking
- Collaborative platform for industry partners with social, “timeline” and “dropbox” capabilities
- Publishing platform designed for SEO, with expanded social media tools

Part I, Content Management System (CMS): Document and Media Management

Centralized Repository

- Any user with institutional permission can upload files or collect web content; resources become centrally located – reducing transfer costs and avoiding administrative bottlenecks seen in other CMS's
- Users create and organize “curations” of contextualized data and can add/edit the metadata, ensuring accuracy for local and/or public search
- Administrators control user-permissions, and can allow users to control their own content-permissions for decentralized tasks, such as collaboration, content/database building, small team review processes, IP transfers, etc.

User-Curated Knowledge-Base

- Profiles are searchable, and users are connected to the content they create; identifying project ownership, department leadership, and the user's industry focus
- Users “connect” via social business tools to thought-leaders, internal/external collaborators, and potential stakeholders; “subscribing” to content supports business collaboration, industry sponsorships, strategic alliances, cross-discipline research, and media-rich learning
- Familiar, social interface increases stakeholder participation, contextualizes complex ideas and reduces administrative workload

Secure External Drive Alternative

- Peerdash can be installed on your own server (or a private hosted cloud), negating security concerns over IP transfer through external vendors
- Granular, content-level access permissions are attached to files, not individuals, limiting user access to specific content, not levels within a database
- Content cannot be accessed independently (e.g. by link), and private files remain within your knowledge-base; viewing/downloading is limited by user session information and associated permissions

Part II, Applications: Project Management to Multi-Enterprise Collaboration

Secure IP and File Transfer

- Permitted users or project managers can create their own curations (folders) for Secure File Transfer; access permissions are set and edited by the content owner
- Workflow and/or Dealflow is managed by access permissions; content stays organized and can be released all at once, or as the individual relationship or project develops

- Using collaborative curations, institutions have a secure platform for privately communicating large amounts of contextualized content (e.g. reporting, research papers, documentation and media) in industry sponsorships, strategic alliances, and cross-institutional collaboration

Social Business Tools

- Project access permissions allow sharing to a handful of contacts, inter- to cross-institutionally, or even publicly, as a means to educate or inform
- Similar to Facebook Timeline, collaboration projects allow invited users from within or outside the organization to comment and upload files to group projects, creating a record of business decisions
- Authorized users can create informative or training presentations - similar to SlideShare - with simple drag and drop functionality; presentations can be shared within groups for collaboration (or published globally for SEO purposes)

Centralized, Real Time Communications

- Instant Messaging (IM) allows for real time communications between institutional users or authorized, outside collaborators
- Automatic Curation/Project updating keeps the subscriber/collaborator, informed and up-to-date with an alert on additions to curations or changes to projects
- Collaborative curations or collaboration project requests are handled by the authorized user, not administration, increasing workflow productivity

Social Media Tools and Branded Platform

- User pages include institution branding, and administrative controls decide the Publishing Rights of individual users, or groups of users
- All Private Content can ONLY be shared on social media by the owner of the content (provided user is allowed by licensing institution); Public Content can be shared by ANY institutional user and/or the public at large, amplifying social media efforts
- Users' public content, is optimized for SEO by the user, making content searchable by potential stakeholders, industry leaders, or financial decision makers
- This content can be subscribed to - and leveraged for social media - by the institution (or department) on their Public Page, reducing marketing/administrative workload

Marketing and PR Asset Management

- Large media files and documents can be uploaded into Marketing and Sales repositories; content is updated by stakeholders for up-to-date, easily accessible materials
- Institutions can leverage organized, contextualized information, and the knowledge of their stakeholders, to create Press Kits, Recruitment Pages, Digital Newsletters, etc.
- The searchable database allows institutions to react and respond to current events, with existing or automatically updated content, aggregated by stakeholders, through social media