

# CrowdSmart

## Collaborative Solution Design for Business

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## Introducing CrowdSmart Lite for Zoom

CrowdSmart's Enterprise and Lite cloud service helps organizations make more predictively accurate decisions about strategies, products, and services by generating collective intelligence on demand.

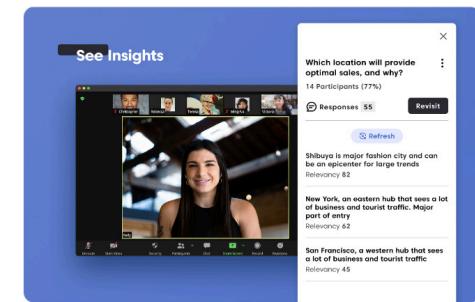
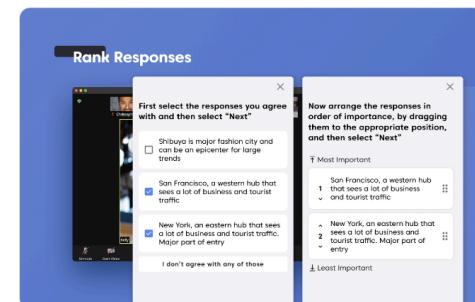
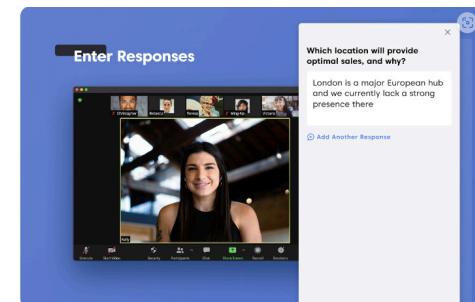
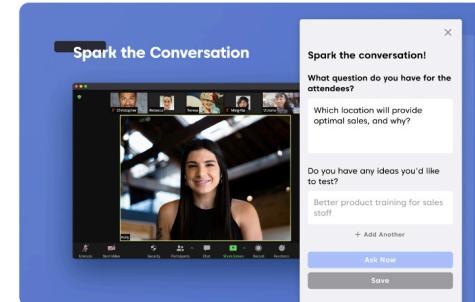
Based on a new form of AI which learns from human reasoning, CrowdSmart's service reduces bias and produces proprietary insights that accelerate competitive advantage and deepen institutional knowledge.

Now you can collect original insights during your next Zoom call with CrowdSmart Lite. Just like our Enterprise Edition with streamlined analytical features, every Lite workshop idea receives fair consideration and reduces bias to give you the most accurate, predictive results.

CrowdSmart Lite can accommodate thousands of participants and importantly, the results and the discussion can be accessed later to build team alignment and move forward together, faster. It's easy to get started:

- Link your Zoom meeting to CrowdSmart Lite. It's free: [Click here to start](#)
- Invite your Zoom meeting participants - the more the better! We suggest a minimum of 10.
- Spark the conversation! Post any issue for the group during your meeting and learn in real time which ideas resonate most.

With CrowdSmart Lite, you've only scratched the surface of knowledge at your fingertips. We invite you to dive into the results by saving your data for later access. Your Virtual Workshop is accessible on CrowdSmart.ai for closer examination.



## Three quick points of guidance on the best use of CrowdSmart Lite:

1. It is most helpful with larger groups. CrowdSmart Lite brings clarity to larger Zoom calls where giving adequate time and developing balanced consideration of everyone's ideas is difficult in the time allotted. A minimum of 10 people is recommended. Larger groups create more 'ah-ha' moments as you might expect. Groups of any size get all of their ideas on the table for balanced consideration. The call organizer is able to get a real-time understanding of the most relevant issues to the group as a whole and maintain a persistent 'live' record of the resulting priorities and takeaways for future reference and analysis.
2. It is a subset of the full functionality of CrowdSmart's Enterprise Edition. The call organizer can launch one question at a time, and the results are a fast capture, self-refinement and prioritization of their feedback. Call organizers can save these Zoom-mini-workshops into the CrowdSmart EE edition and access them anytime. They can also 'go deeper and broader' to develop more actionable priorities with their groups if they are CrowdSmart EE subscribers.
3. CrowdSmart Lite mini-workshops can keep running after the call is over. Once someone launches CrowdSmart Lite on a call, they can keep collecting insights from participants who can continue to submit and iterate on the ideas with each other even after the call is over -- for days, weeks or months - it is open until the call organizer wraps it up. CrowdSmart Lite mini-workshops can also be opened up again on future calls and new insights added to keep the joint-problem-solution process going.

CrowdSmart Lite includes our most popular features such as open-ended questions, relevancy ordered results, advanced set-up and question seeding.

Advanced analytics is not available on CrowdSmart Lite including C-scores, rating distribution, influence and engagement rank, along with data room customization.

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### The Power of the Crowd at Work

CrowdSmart is a cloud service designed for quick and easy use by any business leader. Our patented AI collects and refines first-hand insights for you across any group of employees or customers to design better business solutions and address critical opportunities.



### Profoundly Powerful, Easy to Deploy

CrowdSmart brings powerful insights into sharp focus whether you have five minutes or five weeks. Discover and build alignment quickly on a Zoom call with CrowdSmart Lite, or explore an issue in more depth with a virtual workshop that collects and self-refines insights for days or weeks.