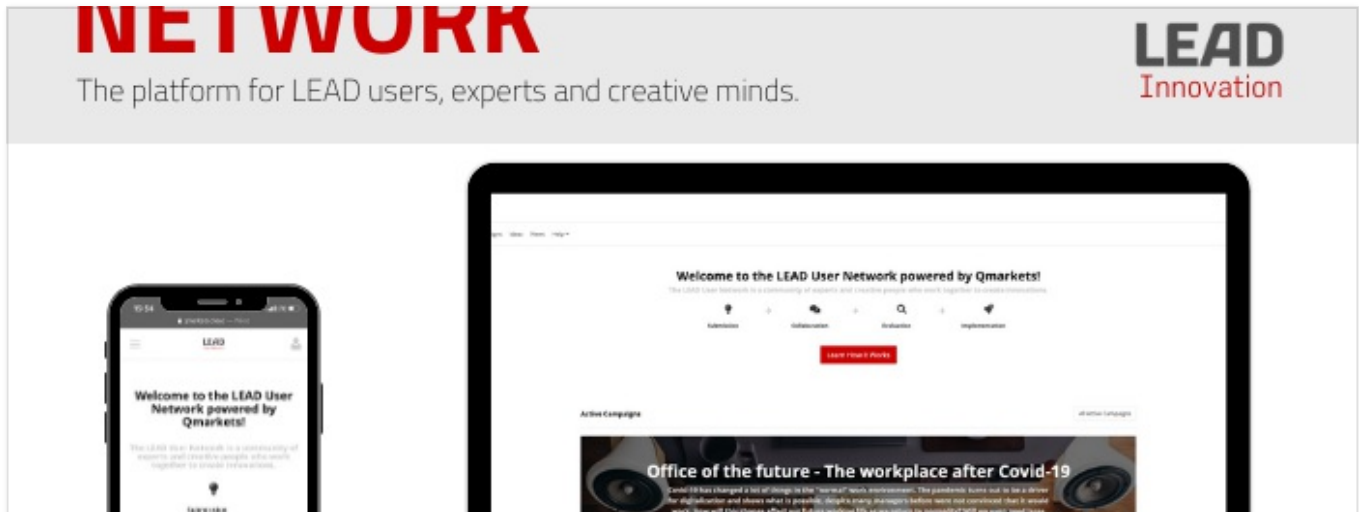


# LEAD Innovation Selects Qmarkets' Platform to Help Global Businesses Crowdsource Solutions to COVID-19 Challenges



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**Qmarkets' software has been chosen by LEAD Innovation Management GmbH to support a groundbreaking initiative - designed to leverage the collective wisdom of global businesses against the challenges posed by the COVID-19 pandemic.**

**LEAD Innovation Management** - an acclaimed Austrian firm specializing in corporate innovation - have transformed their extensive LEAD user network into a digital [crowdsourcing](#) platform using Qmarkets' software. Named 'LEAD Proactive', this platform serves as a hub in which companies can detail problems they are facing due to the COVID-19 crisis, and contribute ideas to help other companies overcome their unique challenges.

LEAD Proactive makes use of Qmarkets' extensive idea collaboration and co-creation features. Once a company submits a challenge, it is open for other users from relevant companies to brainstorm around it and contribute potential solutions - adding comments and attachments (documents, videos, images, etc.) where required. The platform is available to businesses across all sectors and implements the best-practice methodologies of both Qmarkets and LEAD Innovation Management.

"To provide rapid and comprehensive support to as many businesses as possible during this trying time, we knew we'd need a cutting-edge innovation management platform, and this is why we chose Qmarkets," said Michael Putz, Founder of LEAD Innovation Management. "The automated idea transition capabilities, task management options, and advanced reporting features enabled us to deliver an outstanding system. We're confident that LEAD Proactive will serve as an invaluable weapon that enterprises can wield against the manifold difficulties caused by the disruption we're all facing."

The LEAD Proactive initiative has been launched on an entirely 'pro-bono' basis. Its exclusive

aim is to help companies gain access to the expertise and innovative creativity of the global ecosystem. Already, the LEAD user network has given rise to a potential turnkey solution in Austria for drive-in COVID-19 testing stations. It is predicted that, if this solution is actualized, 57,000 tests could be carried out per day in supermarket parking lots throughout the country - potentially saving thousands of lives.

“We’re very proud to assist our Austrian partners in their efforts to support global businesses at this uncertain time.” said Noam Danon, Qmarkets’ CEO and Founder. “We have already seen some very encouraging outcomes from our customers during this crisis, so we’re excited to see what happens when the door is opened to facilitate collaboration.”

### **About LEAD Innovation Management GmbH**

The company was founded in 2003 under the name "LEAD User Network" as a spin-off from the Vienna University of Economics and Business Administration. LEAD Innovation Management is the first provider of the LEAD User Method in the German-speaking world. Just two years after its foundation, LEAD Innovation Management was transformed into a limited liability company. Continuous competence and branch expansion enabled the company to have an international network at its disposal - which creates ideas and innovations in cooperation with respective clients and successfully launches them on the market.

LEAD Innovation Management’s team of experienced employees assist major companies from all industries, supporting them in everything from structuring and planning projects, to inventing and marketing innovations.

### **About Qmarkets**

Qmarkets is an established leader in the field of idea and innovation management, offering solutions to enable enterprises around the world leverage the wisdom of the crowd. The flexible software provided by Qmarkets is designed to help clients manage their innovation processes from end to end, as well as locate, analyze, and implement groundbreaking ideas effectively.

Qmarkets has developed a reputation over the last 10 years for delivering one of the most comprehensive crowdsourcing software solutions in the world. Recognized by leading analysts such as Gartner, Forrester, MWD Advisors and Info-tech, Qmarkets offers unmatched technical and design flexibility to their extensive list of leading global clients; including Nestle, Ford, Lufthansa, Ab InBev, Philip Morris International, Bridgestone, and many more.

Qmarkets’ software offering extends beyond innovation management to include products focusing on process improvement, continuous improvement and operational excellence; open innovation with customers and business partners; technology scouting for enterprise M&A opportunities; and digital employee engagement.

The innovation management solutions offered by Qmarkets are completed by a commitment to customer success. This is shown by Qmarkets’ global team, and supported through best-practices, workshops, training, professional services, and more.