The ultimate employee collaboration platform.

The Innovation Pipeline is a dynamic online crowdsourcing platform that brings together the creative talent of AT&T employees to drive innovation. Participants share their ideas through an online platform. Ideas are then refined with real-time feedback from peer participants and AT&T leaders and, ultimately, project funding is secured for the development of selected ideas. TIP spans rank, location and expertise— it’s a true collaboration that puts the venture capital model to work internally at AT&T.

TIP phase one: **Social Innovation**

- Employees submit ideas that will positively impact AT&T
- Employees vote, discuss and collaborate on ideas
- The platform is open 24/7/365, so innovation can “follow the sun”

130,000+ members
Since its establishment in 2009, TIP has attracted 130,000 active members from all 50 states and 54 countries.

37,000+ ideas
More than 37,000 ideas have been submitted into the TIP community since its inception.

$ Investing in innovation
To date, the program has landed more than 80 projects for development and allocated $45 million to fund ideas ranging from customer-service enhancements to new technology offerings.

TIP phase two: **Pitch**

- At the end of each “TIP Season”, which is typically three months, the top ideas are selected for pitch to the AT&T Angel Committee
- AT&T Senior Executives act as venture capitalists, with real money to fund ideas of their choice
- Successful idea founders leave with funding and executive support to prototype their ideas

TIP phase three: **Prototype**

- AT&T Foundries and select third parties are engaged for prototype development
- TIP Champions help facilitate budget and move ideas through the prototype development process
- Prototypes are showcased to AT&T Business Units who assess commercial potential

TIP phase four: **Production**

Successful projects could be...

- Commercialized by an AT&T Business Unit
- Implemented internally to enhance Customer Satisfaction, improve internal systems or to reduce costs

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