tip

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 by the Numbers:

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

50,000+ ideas
More than 50,000 ideas have been submitted into the TIP community since its inception.

Investing in innovation
To date, the program has landed more than 90 projects for development and allocated $45 million to fund ideas.

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

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*

- The AT&T Foundry is 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 the customer experience.