



ETHLO

Better Decisions through
Collective Intelligence

Reviews from Government of Canada

"A combination of powerful algorithm for decision making and social media interface to provide rich array of qualitative information. Excellent for any group decision making requirements"



Ethelo is far more powerful than crowdsourcing. The sophisticated algorithm paired with the social media interface is unique in the marketplace.

One of the major contributions of the platform was to enable joint plan ownership between management employees and management.

The staff action plan creation was a great success. Using Ethelo brought transparency and inclusivity to the process.

Ethelo's social media style commenting and liking capabilities promoted high engagement.

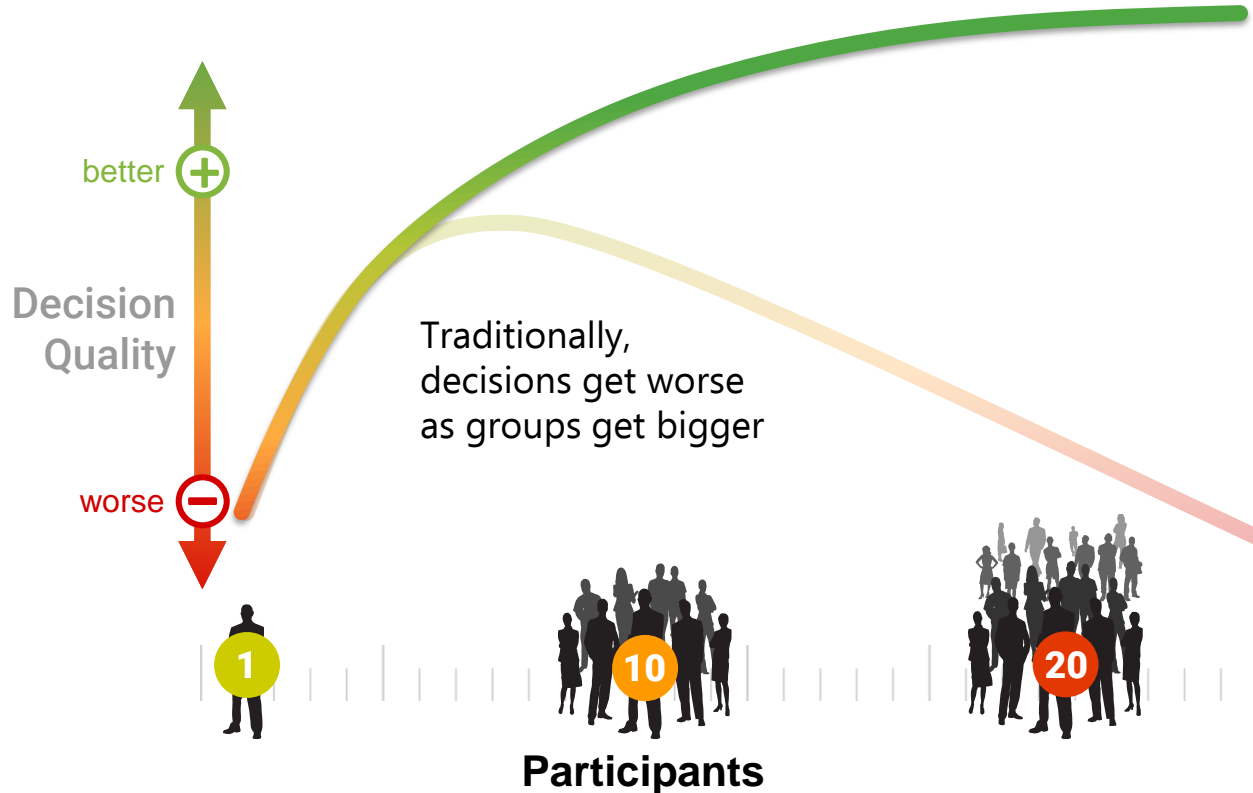
The platform empowered our staff to think about and create the action plan, according to the specific needs of their department.

We found the Ethelo team easy to work with, responsive and quickly able to understand our business along with the task at hand.

Some of Ethelo's Clients



Challenge: Harnessing the hidden genius of groups



Sometimes, groups can be smarter than any individual

eg. Guessing the number of jelly-beans in a jar



With Ethelo, the quality of decisions gets better as the group gets bigger.

Challenge: Meaningful engagement in decision-making



Learn



Give
Feedback



Share ideas
and dreams



Group
Discussion



Evaluate
options



Weigh
Priorities



Make
choices

websites

surveys

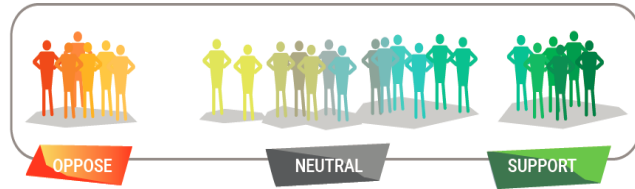
ideation tools

social media

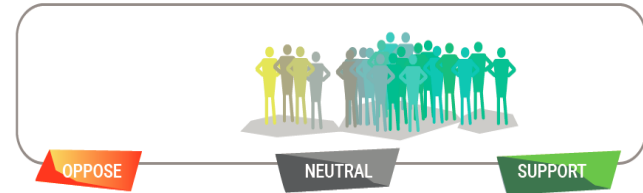
Ethelo's unique technology

* IAP2 Spectrum of Engagement

Challenge: Find fair decisions with broad support



Polarization means
risk and resistance



Unity builds buy-in for
better execution

Ethelo can evaluate millions of scenarios
to find decisions with broad support

Community Park Design Challenge



visit: park.ethelo.net

1. Constrained: There are practical limitations such as size, cost and time.
2. Complex: There are an uncountable number of potential design permutations.
3. Contentious: Different people want different things. What is a fair compromise?

ETHELO

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