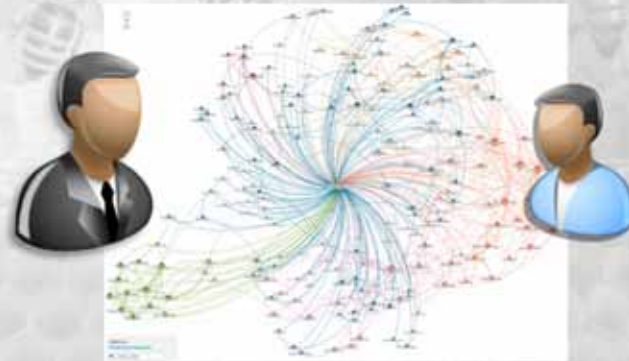


Coolfarming

***How to unlock the Power of your
Collaborative Innovation Networks (COINs)***



Peter A. Gloor
MIT Center for Collective Intelligence




Like ³

people I “like”

people “like” me

There is no truth, only **like**lihoods





How Bees Swarm - Coolfarming



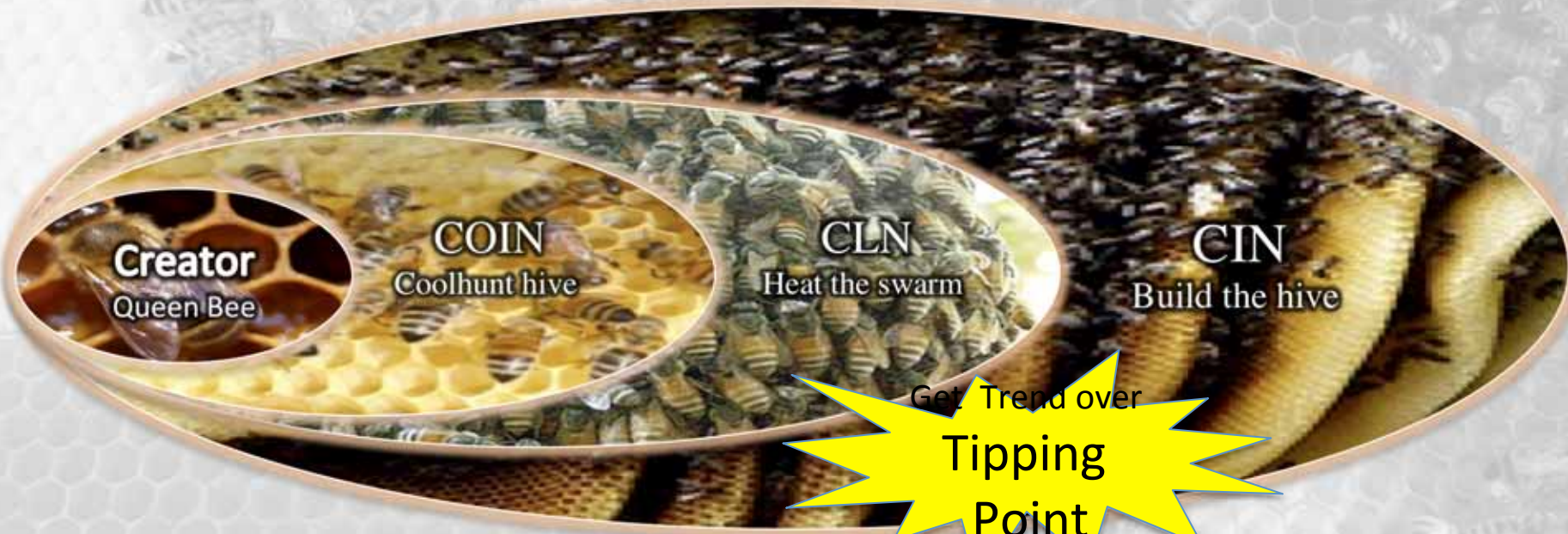
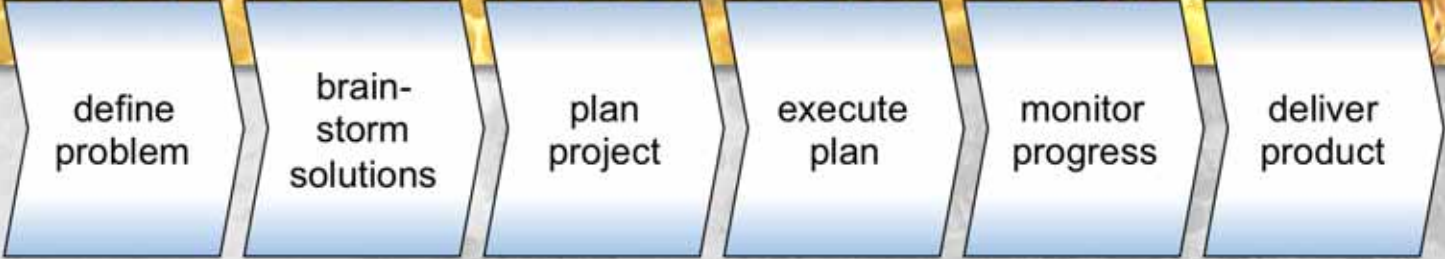












1. Queen – start cool trend





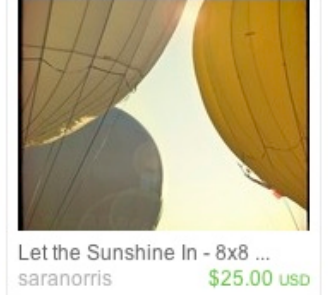
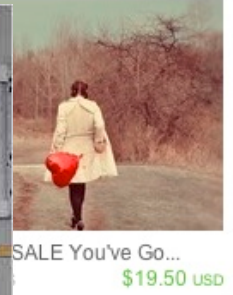




2. Venture to new grounds

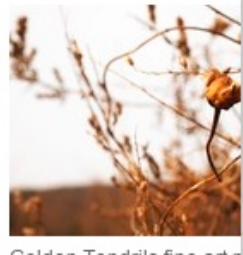


Etsy.com – Rob Kalin (founder)



Patterns
Pets

<http://www.nytimes.com/2010/12/27/technology/27etsy.html?src=me&ref=general>



3. Coolhunting

- 200 coolhunters find next big thing
- “genetic” knowledge of what’s cool



4. Set new trend

- 200 coolhunters agree on next big thing
- Mutual reinforcement
- One coolhunter alone loses interest







Squinkies



Squinkies

X Search

About 28,500 results (0.18 seconds)

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▶ [Related blogs about Squinkies](#)

[Squinkies Blog – News, Video, and other Fun Stuff](#)

Put your **Squinkies** in a Holiday themed setting, take a photo and you could WIN! ...
blog.squinkies.com/

[Squinkies gumball review](#)

Squinkies - 5 Loose Random (**Squinkies** Series Maybe Different Then the Ones Pictured) ...
squinkies-gumball.blogspot.com/

[Squinkies Ball review](#)

Squinkies Set of Four : Bride-to Be Surprise, Under the Sea Surprise,Royal Friends Surprise, ...
squinkies-ball.blogspot.com/

[8 Squinkies on Every Little Girl's Christmas Wish List ... | All ...](#) ☆ 🔍

8 hours ago by Jennifer

Squinkies are tiny, cute, squishable toys that have landed at or near the top of every little girl's holiday wish list this year. Whether she's been naughty.

<http://allwomenstalk.com/>

[Squinkies Cupcake – The Cute Playset For Girls](#) ☆ 🔍

9 hours ago by articles

Squinkies Cupcake Surprise Bakeshop is one the playset for kids who acquire **Squinkies**. This cute set looks like a big cupcake, but opens to reveal a **Squinkies** size bakeshop for all of their squishy friends. The **Squinkies** Cupcake ...

<http://articlesplace.cz.cc/> - More results from Articles Place | Submit Articles | Free ...

[Pink Dandy Chatter: Holiday Gift Guide Review & Giveaway ...](#) ☆ 🔍

5 hours ago by pinkdandyshop@yahoo.com (Pink Dandy Chatter)

Squinkies have become popular so fast and there's not doubt in mind why. They are small, fun and cute! **Squinkies** didn't just stop there...they added a new line of **Squinkies** with hair and call them **Squinkie** Doos. ...

<http://www.pinkdandy chatter.com/> - More results from Pink Dandy Chatter

[Squinkies Bubble Pack: Pencil Topper Animal | Blog of Yhopix](#) ☆ 🔍

10 hours ago by yhopix

Squinkies sales numbers are very high and this is because parents know that near to Christmas the price of popular toys can rise quite dramatically as they become quite scarce. This is why it is best to buy cheap ...

<http://yhopixblog.com/> - More results from Blog of Yhopix

[Squinkies Toys Squinkies Bubble Packs And Playsets « Cheap Kids ...](#) ☆ 🔍

9 Sep 2010 by The Toy Guy

The latest craze has just begun, the **Squinkies** toys. These adorable little dudes are set to be

Angry Bird Cell Phone Game (Rovio)



COIN



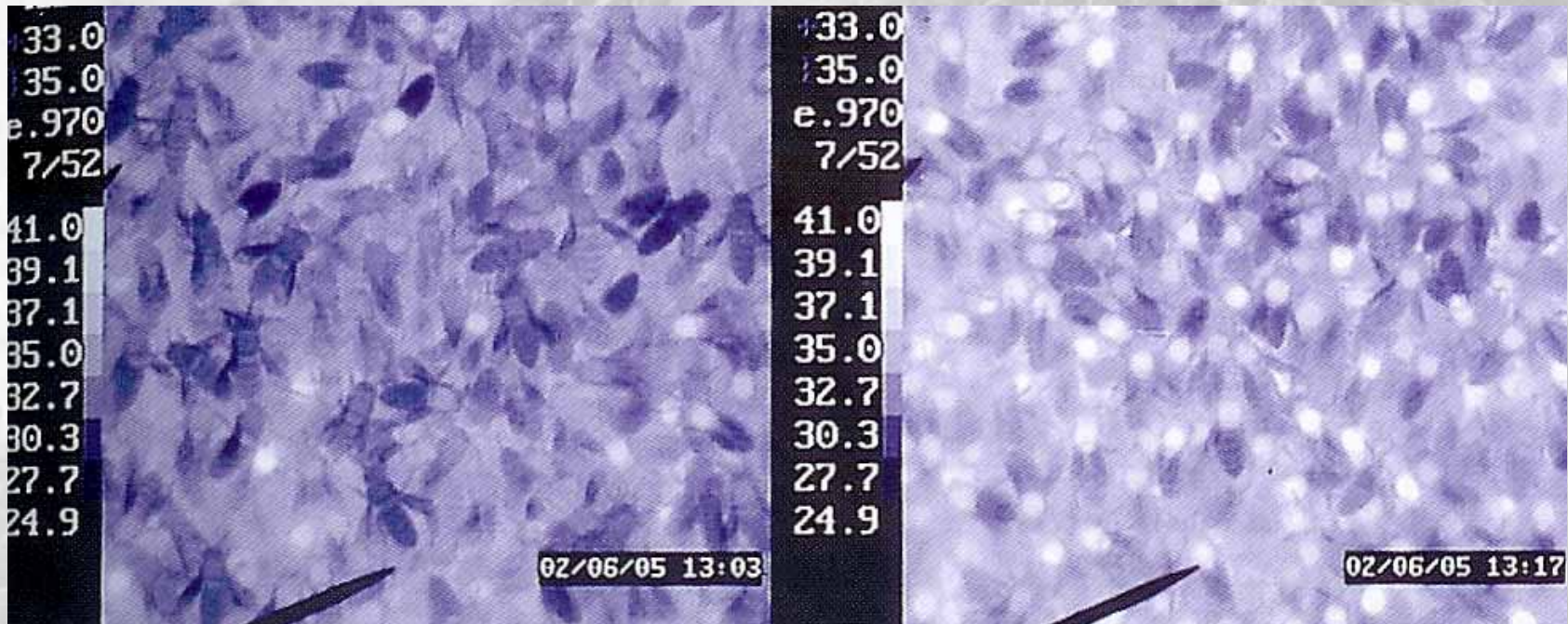
CLN



CIN

5. Heat the swarm

- 200 coolhunters heat the swarm



Send samples to 300 bloggers



Deal Wise Mommy.net

Coupons Giveaways Deals & Freebies

ABOUT ME ADVERTISE CONTACT COUPONS DEALS FREEBIES GIVEAWAY SAMPLES PHOTOS

Last week I was interviewed by Stephaine Clifford about the Toy Squinkies! I am featured a bit in the article too! Head on over and check it out! It is online today and looks like it will be printed tomorrow!!

Cheap and Collectible, This Year's Hot Toy Is Squinkies

Tweet 1 Share 1 Like 19

Share and Enjoy:

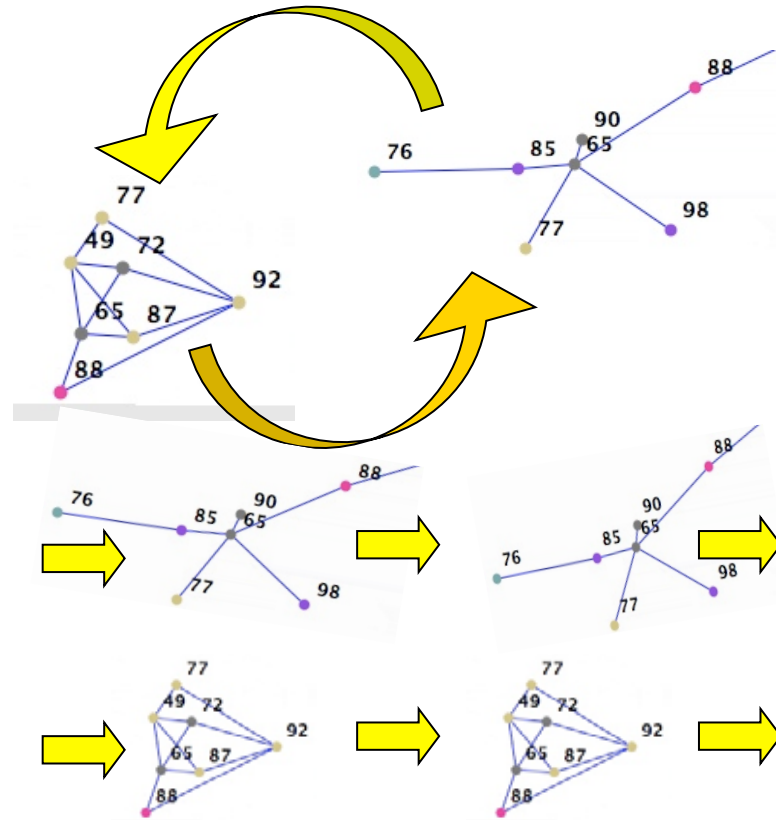


6. Guide the swarm





Creativity and Performance of Eclipse Developers



7. Release attraction pheromone





Steve Buzenberg, builder extraordinaire
Lafayette, Indiana



David Goding, builder extraordinaire
Belmont, Washington



Hugh Beagrie, Robotics expert
Owen Sound, Ontario, Canada



John Gorman, robot owner
Holland Patent, New York

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Next big thing!!!

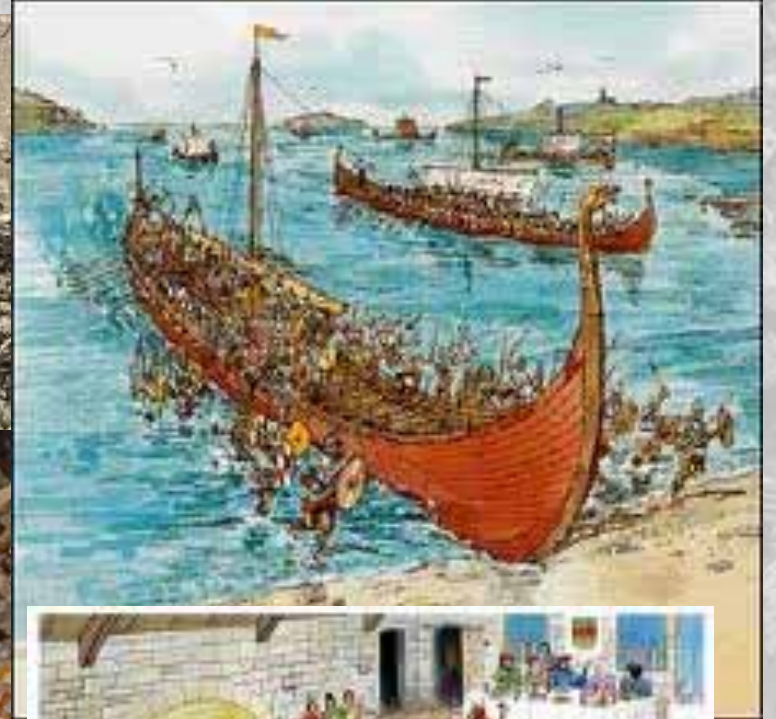


Lessons.....

The slide features a decorative border at the top and bottom. The top border shows a close-up of a honeycomb with several bees. The bottom border also shows a honeycomb with many bees. The central area of the slide is a light gray background with a faint, repeating pattern of bees and honeycomb cells.

- Waggle dance
- Immerse yourself into the swarm – choose your friends well
- Rotating leadership
- Trust leads to flow

Ants or bees?





4 steps of Coolfarming

Creator



COIN
Collaborative
Innovation
Network



CLN
Collaborative
Learning
Network



CIN
Collaborative
Interest
Network



centralized
leadership

rotating
leaders

waggle
dance

attraction
pheromone



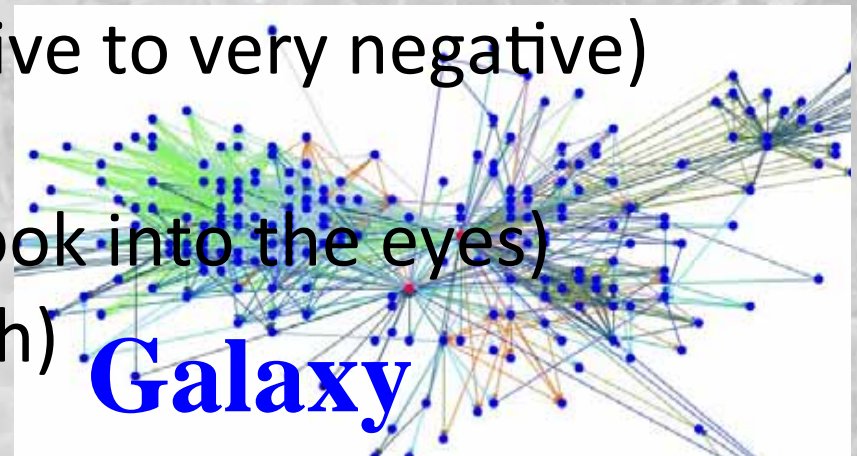
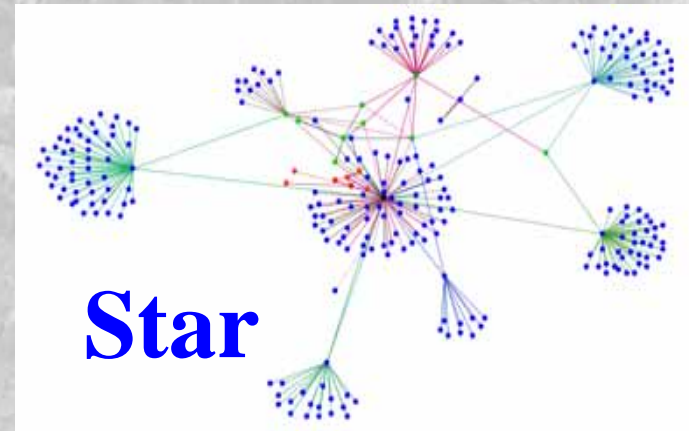
Don't be a star, be a galaxy....

Online Social Networks

- Core/periphery
- Many COINs
- Oscillating leadership
- Low ART
- “Honest” (from very positive to very negative)

F2F

- Create trust (speak less, look into the eyes)
- Create flow (move in synch)



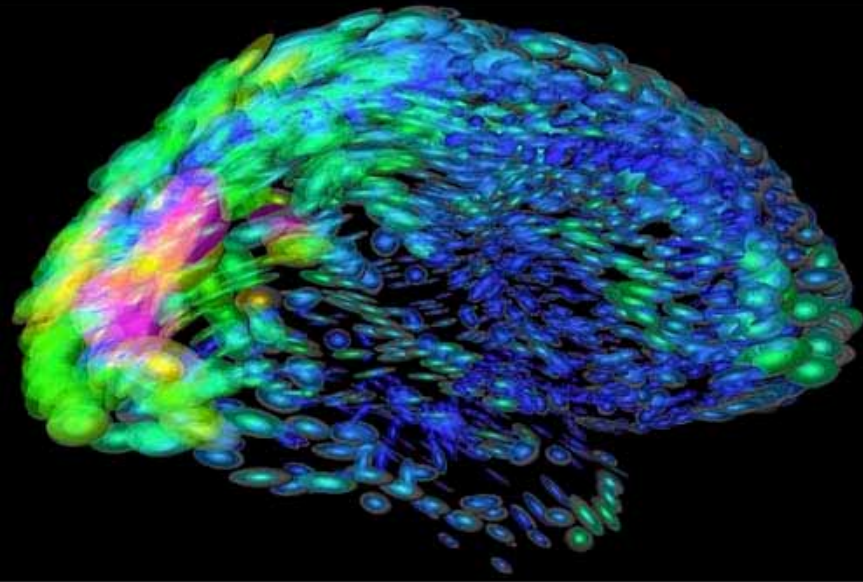
200,000 years ago....



Language



20 years from now...



Global brain

