



“We have a problem, we need to find a solution, fast”

**Step 1: Recognition**



Use Tree.st to discover the right people across your organization and create a diverse and focused team, fast

**Step 2: Team Formation**



Allow the new team to brainstorm and collaborate to discover an innovative solution

**Step 3: Collaborate**



**Step 4: Derive Value**

# Tree.st / Appendix B – People Finder

The screenshot displays the Tree.st People Finder interface. At the top, the 'alpha Tree.st' logo is on the left, a search bar with 'All' and 'Search for qualities or people' is in the center, and a user profile for 'Omid Sadeghpour' with '450 Points' and a 'Settings' link is on the right. The left sidebar contains navigation links: 'MIT E&I Track' (selected), 'Top Innovators', 'Shared Feed', 'Smart Groups', 'People Finder', 'My profile', and 'Switch Communities'. Below these are links for 'MIT E&I Track', 'MIT Sloan', and 'MIT', followed by 'About you' with 'Health' and 'Basic' options. The main content area shows search criteria: 'What is your top priority in a startup?' with tags 'Practice makes perfection, wish to learn the most', 'Cash in king, make profits', and 'Help the world, make the world a better place'; 'Which industry are you most interested for your ne...' with the tag 'Software'; and 'What gender best identifies you?' with the tag 'Male'. A 'Save as Smart Group!' button is next to the first criterion. Below the criteria are four user profiles: 'Marcelo Zilberberg' (840 pts., View button, Gain 10 points), 'Chintan Intwala' (850 pts., Profile and Smart Groups buttons), 'Akshay Luther' (770 pts., Profile, Viewed 14, and Smart Groups buttons), and 'Arvind Nagarajan' (850 pts., Profile and Smart Groups buttons). Each profile includes a photo, name, email, points, and tags for gender, industry, and priority.

## Search

Demonstrates a search for a “male” entrepreneur interested in the “software” industry who wants to either “help the world,” “make cash,” or “just learn” about startups by practicing.

## Gamification

In this community users “gain 10 points” for viewing one another, in another community users might have to “pay 10 points” to view one another.

# Tree.st / Appendix C – Smart Groups

The screenshot displays the Tree.st website interface. At the top, the logo "alpha Tree.st" is on the left, a search bar "All Search for qualities or people" is in the center, and the user's profile "Omid Sadeghpour" with 450 points and a settings link is on the right. A left sidebar contains navigation links: "MIT E&I Track" (with sub-links for Top Innovators, Shared Feed, Smart Groups, and People Finder), "My profile", and "Switch Communities" (with links for MIT E&I Track, MIT Sloan, and MIT). Below these are "About you" links for Health and Basic. The main content area features a key: a tree icon for "Auto-matched based on profile", a star for "Manually added", and a flag for "Manually ignored". Below the key are filters for "Visibility" (Official, Shared, Yours) and "Sort by" (Favorites, My Match, Size, Shuffle). The main area displays six "Smart Groups" in a grid. Each group has a title, a description, a grid of member avatars, and a "40 more" or "35 more" or "17 more" link. The groups are: "From Startups" (People who have already worked in a startup, gain from their experiences!), "To Emerging Markets" (Anyone focused on going to the emerging markets!), "Technology Techies!" (Love technology, meet other technology enthusiasts here!), "Consumer Industry" (Consumables, consumer software... pursue your next consumer-focused startup here), "From Finance" (Everyone with any financial background), and "From Engineering" (Folks that have an engineering background. Get engineering help here).

alpha Tree.st

All Search for qualities or people

450 Points

Omid Sadeghpour Settings

Key: Auto-matched based on profile Manually added Manually ignored

Visibility:    Sort by:

**MIT E&I Track**

- Top Innovators
- Shared Feed
- Smart Groups**
- People Finder

My profile

Switch Communities

- MIT E&I Track**
- MIT Sloan
- MIT

About you

- Health
- Basic

Shared

**From Startups**

People who have already worked in a startup, gain from their experiences!

40 more

Shared

**To Emerging Markets**

Anyone focused on going to the emerging markets!

35 more

Shared

**Technology Techies!**

Love technology, meet other technology enthusiasts here!

17 more

Shared

**Consumer Industry**

Consumables, consumer software... pursue your next consumer-focused startup here

Shared

**From Finance**

Everyone with any financial background

Shared

**From Engineering**

Folks that have an engineering background. Get engineering help here

**Smart Groups** – community members can create “smart” groups that add new and old members to the group based on how well a user matches the “smart” group’s search criteria. These “smart” groups are great for dynamic and transitory populations