

## Similarity of Ideas

Trying to improve **AwesomeTech**'s future innovation contests, **Anna** decided to discuss with **Bob** some important topics that emerged from their last experiences. **Bob**, very keen on discussing the phenomenon of idea similarity, said: *"I think we should find a way to deal with similar ideas. In the previous challenge, we tried to match individuals with similar ideas and bring them together so that they can integrate and improve their idea. However, I don't think that this is possible when we discuss about participants from outside our company. Nobody would accept that."* **Anna** agreed and tried to come up with alternatives. **She** said, *"How about not revealing the ideas to the audience and share them only with the evaluation team? In this case we can still be sure that the similar ideas are not stolen or copied."* **Bob** was very sceptical about this option, as he was counting a lot on the participation of the community. Thus, he argued: *"People tend to submit ideas that are similar or even sometimes copied, so we try to take out every idea that is copied, but sometimes it's really hard to tell whether an idea is a new idea or it's just a stolen idea. How about taking the first chronologically submitted idea from the similar ones and discard the rest?"* Then **Anna** added: *"And what if the second idea is way more elaborated?"* and **Bob** replied: *"In this case, it's up to the technical specialists or experts, or in the end jury, to decide which idea they want to award and which idea they want to take out."* **Anna** was very skeptical, since all the options were still embedding some flaws that could contribute to a failure of the challenge and added complexity during the evaluation process. While listening to the discussion and searching for solutions, they came across a tool implemented by a company that has the following functionality: *"it can show all similar, to a specific one, ideas and create a corresponding basket, where all similar ideas are collected. The user can automatically create this basket and just look what is in there, and then throw things back and forth."* **Anna** and **Bob** concluded that even though the functionality seemed good for clustering, it is still a manual solution, which requires time and effort.