

**Congratulations!** Your idea has made it through to the Invest phase. Now it's time to capture the attention of your coworkers, and get them to fund your idea.

**Get social!** Use social media as your promotion platform.

- Create a team hashtag. Make use of ifundIT's built-in sharing features to get your project out to the world. Make pages on your organizations' most used platforms and post frequent statuses.
- Have access to a blog? Post one to further explain your idea. Make it fun, and make sure to point readers to your idea in ifundIT.
- Use your organization's internal social media platforms, or Twitter, Facebook & Instagram if you can, but be careful not to give too much away - you don't want to invalidate a patent possibility by disclosing too soon.
- **DO NOT** send mass emails! These could be viewed as spam and dissuade your coworkers from investing in *anyone's* project.
- **DO NOT** post the link to your idea on other ifundIT projects. The comment space is a place for conversation about their specific idea.

**Utilize your network.** Work smarter together!

- Ask your colleagues to share your project with their networks! Use the power of networking to spread the word.
- Explore opportunities at your site. Is your office hosting an invest station? Stop by and talk to your coworkers about your idea.
- **DO NOT** bug your colleagues - get them to buy in to your idea with your passion for it, but don't spam them!

**Get creative!** Think outside the inbox...

- Create a project flyer! Print them out and hang them around your office.
- Help organize an open "pitch" session where investors can hear 5 minute pitches about your project and others.
- Hit the (proverbial) streets. Walk around your office building and start a conversation with colleagues - have they started investing?
- Run with any other ideas you may have! Just make sure to be courteous to other teams, and avoid spam!