



5 Companies Who Understand Innovation Is The Future

By: [Naftali Garber](#) 05/28/2015

200

Innovation is what continues to launch our society towards the future. Companies in the entrepreneurial community take innovation seriously, and know that innovation means hard work. But how do successful companies differentiate themselves from others? According to Brian Soloman's Forbes article, "You're Doing Innovation

Wrong,” “framing innovation as a cultural issue typically leads us to focus on its trappings and trimmings instead of its substance.” Instead, those that are successful incorporate a variety of different characteristics. Here are five companies that are players in new ideas, as well as their views on innovation.

1. [Skoop 11](#)



Austin technology company, EmBazaar, builds micro social communities for large entities. Responding to users’ hunger for personally relevant social media content, EmBazaar released its first product, Skoop for College, in 2014. Skoop for college students is a social-networking app for campus-specific news and events and a student-only marketplace. Sensing a need in the large event and festival space, Skoop Events was released on Feb 7th 2015 to great success. Skoop City becomes the third vertical for Skoop to expand in with initial launch in Austin, Texas and Pune, India end of May, 2015.

“The core to our DNA is relevancy, it’s relevancy of information that users can act on. We want to get rid of the noise so that the information is always relevant to you.” - Neil Patwardhan, Founder & CEO

2. [Conducive Consulting 2](#)



At Conducive, our goal is to make you successful. Conducive is a national systems integrator with Splunk experience ranging from SMBs to the Fortune 50. Our Splunk certified architects can guide your team through effective Splunk use case development, enterprise level architectural design and implementation, data onboarding, dashboard and app development, integration with other systems, or Splunk best practices advisory services to accelerate your ROI and team success.

“If today’s IT world is the equivalent of the horse and buggy, Splunk--the big data platform--is the automobile in the game.” - Randy Hammelman, President and Founder

3. [Purpose Match 2](#)

The logo for PurposeMatch, featuring the words "purpose" and "match" stacked vertically in a white, sans-serif font, centered within a teal square with rounded corners.

purpose match

PurposeMatch helps people discover a sense of purpose and matches them with opportunities to impact the world. Using our proprietary "SPARX" assessment, users discover their Strengths, Passions, Awareness of social impact, and Relationship style and then are matched with jobs, classes, events, people, volunteer opportunities and more!

“Entrepreneurs need to be committed to the problem, not the solution.” - Shannon Meairs, Co-Founder PurposeMatch

4. [Ncrease 2](#)



Ncrease is a social media analytics firm that specializes in helping brands understand their customer segments. Its

easy to integrate script just drops into a client's site and taps into data available via social credentials.

“Innovation is the ability to not make up your mind. Have a long term vision, but always validate, or invalidate, your position along the path.” - Aaron Fitzgerald, CEO & Co-Founder

5. [XpandCRM/BIZBROKERCRM](#)



XpandCRM

BIZBR**KERC**

XpandCRM develops community-specific CRM solutions across a number of vertical markets including financial services, retail and service-based franchises, business brokerage, managed employee wellness, restaurants and food service industries. The open-source platform manages all aspects of Sales Automation, Lead and Pipeline Management, Email and Campaign Management, Document and Contract Maintenance, Customer Support & Self Service Portal integration, Inventory Management, Mobile Application extensions, and Quickbooks interfaces. XpandCRM begins each implementation with a detailed process mapping of each client's unique business processes and legacy technologies before the implementation process begins. This company insists on close collaboration with rank and file employees as well as Executive sponsors to produce the best possible solution sets and unparalleled user adoption. The company's most mature solution, www.BIZBROKERCRM.com, has been in use since 2011, and has a client base that stretches across the U.S. and Asia PAC.

“If you give people something that is efficient, easy to learn and has built in workflows, they won't need to find a way to circumnavigate the platform. Make it “sticky” and they won't feel the need to reinvent the process outside of the system.” - Michael Auten, President and Founder