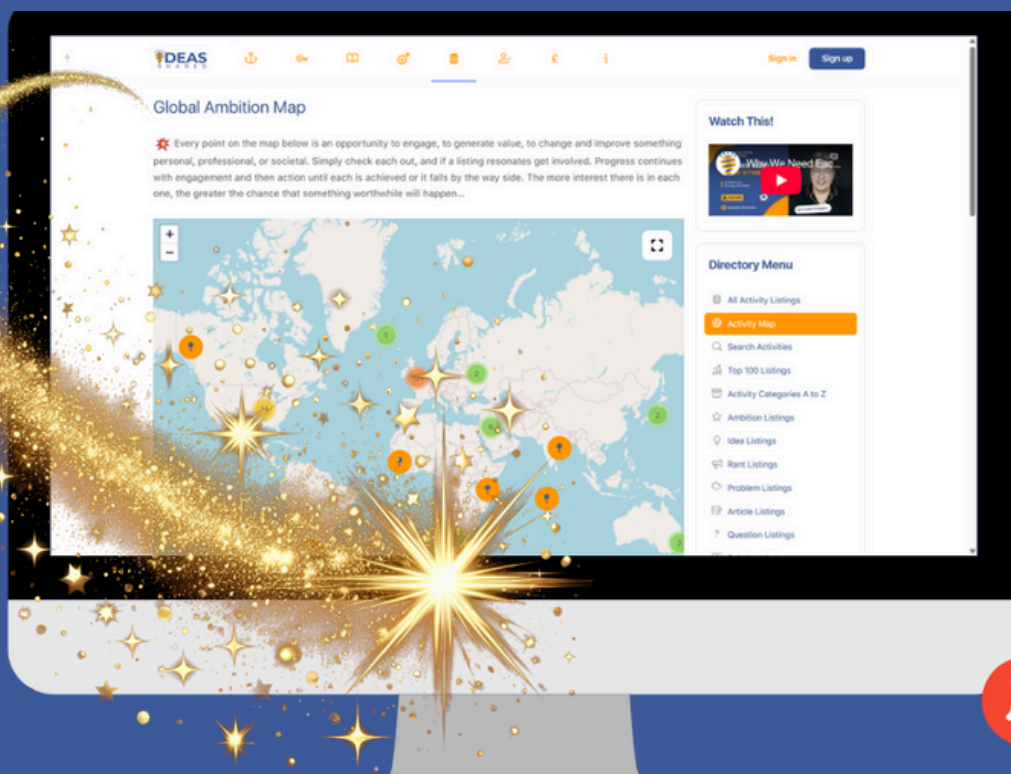


www.ideas-shared.com

IDEAS-SHARED USER GUIDE

UNLOCK YOUR POTENTIAL



by
Bob Thompson

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Introduction

We see you. Not as a statistic. Not as a consumer. Not as a vote to be counted.

We see you as a human being - full of potential, weighed down by frustrations, and driven by ambitions that refuse to stay quiet. Now multiply that by billions.

Individuals circling their purpose. Groups searching for impact. Organisations struggling to deliver on promises. The result? A planet bursting with ambition yet paralysed by fragmentation.

We live in a world of chaos. Politics has become dangerous theatre. Economies are brittle. Media thrives on outrage. Communities fracture under labels and division. Distractions multiply while real problems deepen. Opportunities vanish. Progress stalls.

Is this really the best humanity can do?
Or have we simply lost the plot?

Here's the truth: many at the top are complicit - chasing ideology and power while turning their backs on the rest of us. So where does that leave us?

It leaves us with a choice: wait for others to fix things, or take ownership of what matters - our ambitions, our future, our world.

The hidden majority - ordinary people, groups, and organisations - must claim their ambitions and turn them into something better.

This Guide is not a set of answers. It is a key. A key to unlock your ambitions, and the ambitions of others. A key to connect with those who want more than the status quo.

A key to shift from frustration to measurable progress. Follow it, and you'll open a door to a different future - one built not on division, but on vision realised.

Here, your story matters. Your actions matter. Your ambitions matter. The world won't change by accident. But with this Guide, we can finally come together - and make change happen.



Once Upon A Time...

Brief History

It didn't start with a fanfare or even a business plan.

It started with a man, an idea, and a single act of trust.

Ivar Ingimarsson shared a thought with me, Bob Thompson - not because we were close or that we even knew each other, but because he had an ambition and hoped I might help.

It was a moment of serendipity.

I listened - and after a moments thought, I made the decision to help him.

Why, I don't know, perhaps it was a good idea, or perhaps it was destiny.



Ivar Ingimarsson

That moment became a model. That model became a system. And that system became Ideas-Shared - the world's first ambition economy.

We took a simple, human truth: **Progress starts when one person cares enough to ask - and another chooses to help.**





Use Your Personal Power

The greatest power you will ever have is not money, status, or influence.

It is choice.

Choice to create, not just consume.

Choice to act, not just watch.

Choice to help, not just complain.

Too often, we are taught that power lies elsewhere – in governments, corporations, or the elite few. The result? Billions left waiting, accepting, complying. Progress stalls, others take advantage of your generosity, frustrations build, and ambitions die in silence.

But here's the truth: your power increases exponentially the moment you choose to sign up and post activity listings, sharing an idea, or supporting someone else. Every listing you create is a declaration: "I refuse to sit back. I choose to act."

Every time you help another member, you multiply that power – turning isolated effort into collective momentum.

This is the ultimate personal power: **agency**.

Not waiting for permission. Not accepting the status quo. Not complying with systems designed to keep you small, or limiting.

It's how we take our freedoms back.

On Ideas-Shared, you hold the keys:

- To define what matters most to you.
- To bring your ambition into the light.
- To invite others to stand with you.
- To choose progress over passivity.
- To make others aware of failure.
- To hold others to account.
- To co-create new opportunities with anyone.

Creating listings is not just activity. It is power in action. It is you exercising choice in a world that too often demands compliance.

When enough of us choose this path, the balance shifts. Power and dominance over us no longer belongs to the few – it belongs to all of us.

The question is simple:

Will you keep your power hidden, or will you use it to create a better future?



Positive Mindset Unlocks Potential

Our individual and collective mindset determines the success or failure of any undertaking, from waking up and getting out of bed to realising our ambitions.

Unfortunately, in our broken world, it's easy to think at lower level of the human frequency scale.

In fact, I'd go as far to say that society wants us to live at the lower frequency so that we don't ask awkward questions or have fanciful ideas to change the status quo.

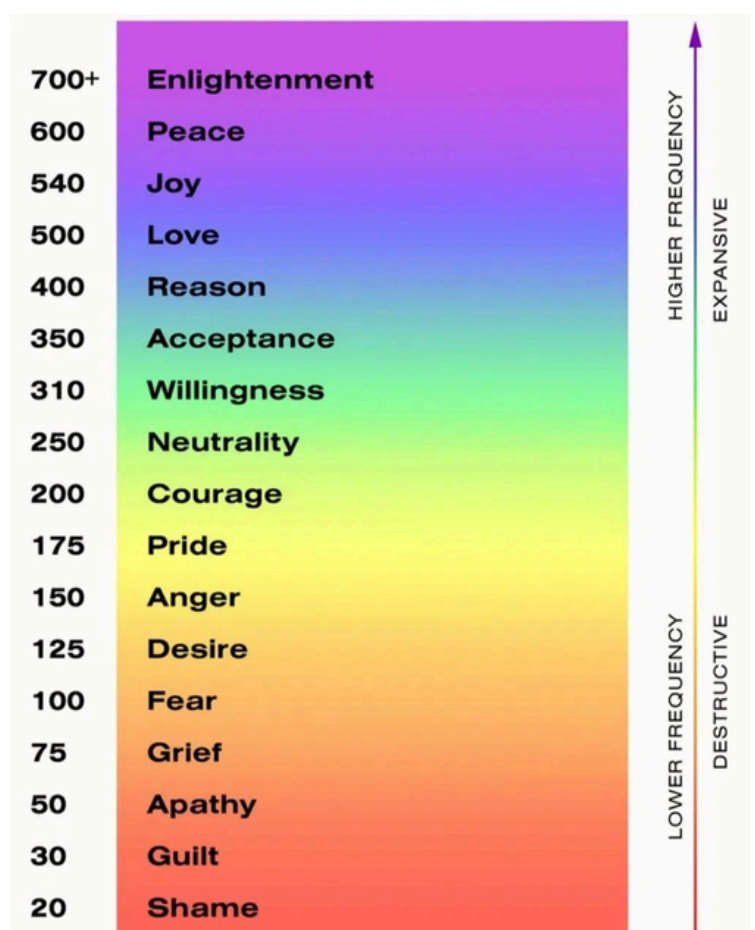
Around 60–70% of people operate at a medium or low frequency. By stepping into Ideas-Shared, you're joining the top 30–40% aiming higher.

Whatever circumstances you face, try not to be pulled down below the 200-250 scale.

Use curiosity to find the answers you want, use Ideas-Shared to give you a system and unlock scale and leverage.

Of course, if the entire planet sits below the 200 scale what earthly chance do we have of fixing anything?

We don't, and so the chaos of our day to day continues forever.



Human Frequency Scale

Mindset → Ambition → Strategy → Activity → Tasks → Outcomes → Big Prize



Adversity & Opportunity

Look around. Adversity and opportunity sit in equal measure, and yet we are bombarded by images of injustice, inequality, division, broken politics, declining economics, and polarisation, to name but a few.

For many these are mere headlines, distant stories that stir outrage for a moment before we carry on with life. Yet behind every challenge lies untapped potential - an idea, a skill, a connection, or a simple action that can make a difference. Most of us are conditioned to watch, to wait, to feel powerless - but that perspective ignores one vital truth: the same world that presents obstacles also teems with opportunities, if we dare to act.

On Ideas-Shared, every member has the opportunity to use their power fully.

- To put personal ambitions on the table.
- To raise community and social issues that need attention.
- To share business ideas, financial challenges, and economic opportunities.
- To spotlight political, environmental, and cultural matters that affect us all.

To make a difference.

These are the doors that Ideas-Shared opens.





Why Coming Together Matters

Humanity's biggest problems are too heavy for one person to carry.

No individual, no business, no government can solve them alone. Climate breakdown, inequality, corruption, fractured politics, failing systems - these require millions of people moving in the same direction.

But that doesn't mean progress is out of reach until "the whole world" wakes up. Far from it.

Small numbers change big things locally. A family tackling debt. A group cleaning up a neighbourhood. A few businesses collaborating to create fairer supply chains. These smaller actions ripple outward, creating momentum and proof that change is possible.

Large numbers unlock global impact. When many small groups align, societal challenges stop looking impossible. Shared ambitions create leverage, scale, and pressure that forces institutions to adapt.

This is why coming together matters. It's not just about joining a crowd; it's about unlocking faster progress, stronger momentum, and real outcomes with collective power...

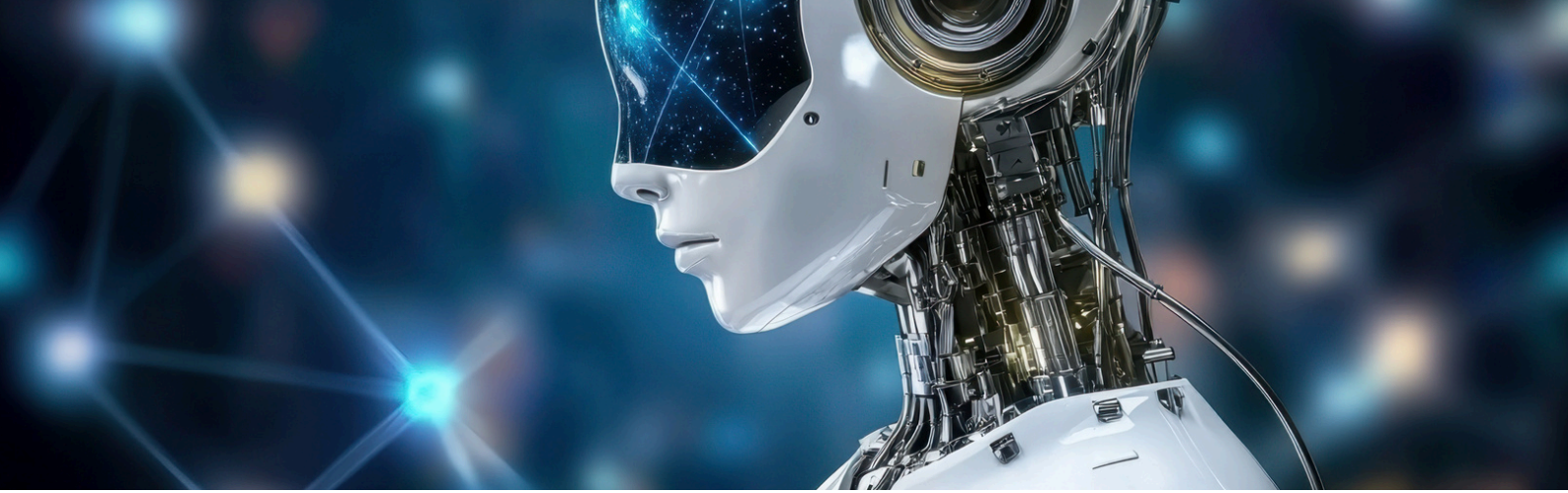
- Organisations move faster when they collaborate instead of competing in silos.
- Groups and networks amplify their voices when they connect across borders.
- Individuals escape isolation when they find others who share their frustrations and ambitions.

Together, we shift from powerless fragments to a coordinated force.

The truth is simple: the bigger the ambition, the more people it requires.

That's why Ideas-Shared exists - to give us the one space where billions of individuals, millions of groups, and countless organisations can finally align and act, whether the issue is global, national, or just down the street.





The World Has Changed

Humanity is losing something vital.

- Our attention is being bought and sold.
- AI and algorithms decide what we see, think, and feel.
- Ad-funded systems extract value from our time instead of empowering us.
- Voices are drowned out.
- Ambitions are ignored.
- Gatekeepers control the channels.

All the while, our power to act, connect, and make change is being eroded.

Ideas-Shared is different.

We are a people-powered platform built for action, not distraction.

No ads. No algorithms. No gatekeepers.

We give you the structure, tools, and community to turn any ambition - personal, professional, or societal - into measurable results.

Here, your ideas don't just sit. They move. You move. The world moves.

Because together, anything is possible.

The Secret Ingredient of Ideas-Shared

It isn't technology. It isn't money. It isn't even ambition.

It's agency - your ability to decide, act, and create change without waiting for permission.

Everywhere else online, algorithms decide what you see. Ads decide what you're worth. Gatekeepers decide what gets through.

On Ideas-Shared, you decide.

That's the one thing members gain here that doesn't exist anywhere else:

- A space where your ambitions are not just seen, but acted on.
- A framework that turns frustration into measurable progress.
- A community where collaboration is the default, not the exception.

It's not social media. It's not a marketplace of distraction.

It's the world's first Ambition Economy - powered by people, not platforms.



High Level Overview

Ideas-Shared is the world's first Ambition Economy – offering people, groups, and organisations a scalable, and repeatable mechanism to use their power and turn ambitions into measurable results. It is designed for one thing only: progress.

At its core, Ideas-Shared brings together three connected elements:

1. Ambition Operating System (Ambition OS) – A 7-step framework that anyone can use to transform identified ambitions into strategies, activities, tasks, and ultimately outcomes.

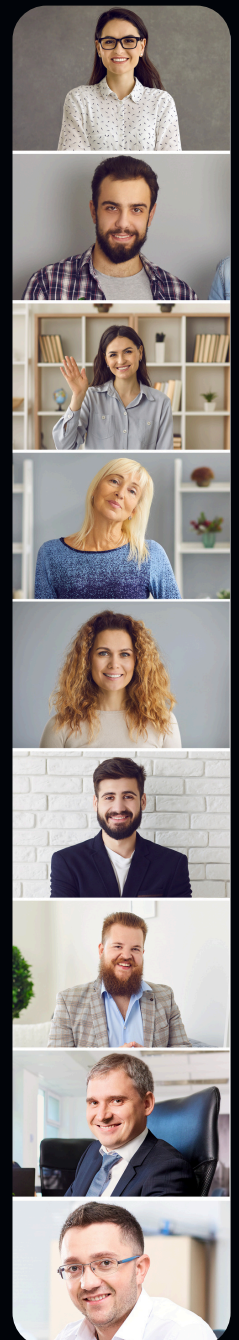
2. Ambition Marketplace – A global directory where personal, professional, and societal ambitions are listed, discovered, and realised with help from others.

3. Collaboration Engine – Tools for people to connect, share skills and resources, and work together on everyday activities that drive results. Ideas-Shared enables individuals, groups, and organisations to:

- Post ambitions in 12 categories and 19 everyday activities.
- Break ambitions into activities and small, achievable micro actions.
- Find collaborators, partners, and supporters across borders and sectors.

Instead of waiting for leaders, institutions, or chance, Ideas-Shared hands the keys to progress directly to ordinary people.

It's a system for millions of people to join together to create better lives for themselves, others, their communities, and society at large.





Applications

Ideas-Shared is designed to bring focused individuals, groups, and organisations together to deliver purposeful outcomes across 12 core ambitions areas:

Personal: Your personal ambitions focus on growth, health, and fulfillment. They help you improve your skills, achieve goals, and live a life aligned with your values. Every action you take here is a step toward the best version of yourself.

Community: Community ambitions aim to strengthen the connections around you. By contributing to your local networks, groups, and neighbourhoods, you help build resilience, support, and opportunity where it matters most.

Social: Social ambitions focus on relationships and networks beyond your immediate community. They encourage collaboration, inclusivity, and meaningful interactions that amplify impact and foster shared experiences.

Cultural: Cultural ambitions celebrate and protect creativity, heritage, and shared traditions. They help you engage with arts, music, literature, and other cultural expressions that enrich lives and preserve identity.

Business: Business ambitions drive innovation, growth, and operational excellence. They help you create, improve, or scale enterprises that deliver real value to customers, teams, and society.

Economic: Economic ambitions tackle broader systems and structures that affect livelihoods and prosperity. They empower you to influence markets, policies, and opportunities that create fairness and growth for more people.

Financial: Financial ambitions focus on stability, independence, and wealth creation. They equip you to manage resources, invest wisely, and make decisions that secure your long-term well-being.

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Environmental: Environmental ambitions protect and restore the natural world. From sustainability projects to conservation initiatives, these ambitions ensure a healthier planet for yourself and future generations.

Political: Political ambitions aim to improve governance, representation, and civic engagement. They empower you to advocate, influence, or reform systems that shape the society we all share.

Technological: Technological ambitions harness innovation to solve problems and improve lives. They focus on developing, applying, and scaling tools that advance efficiency, knowledge, and connectivity.

Scientific: Scientific ambitions advance understanding, discovery, and evidence-based solutions. They encourage curiosity, experimentation, and application to address challenges and expand what's possible.

Spiritual: Spiritual ambitions explore purpose, meaning, and connection. They help you and others align values, foster inner growth, and cultivate ethical practices that guide actions and relationships.



Ambition



The Progress Framework

We all have different goals, some personal, some professional, and some societal. Yet there are few, if any places online where the world can generate coordinated action to deliver ambition realisation benefits across all of these levels at the same time:

- **Self** → improve your life, health, skills, and opportunities.
- **Other People** → strengthen family, friends, and wider networks.
- **Organisations** → enhance businesses, institutions, and teams.
- **Society** → tackle the bigger challenges that affect us all.

Usually these arenas are kept apart. Self-improvement lives in one corner. Organisational goals sit in another. Societal challenges are left to governments or charities. There's no single place where all of it converges, and so we sit in silence and watch others right royally screw things up.

Until now.

Ideas-Shared is that space - that one shared room where individuals, groups, and organisations can come together, bring their skills, and experience to the table, generate leverage, and change the status quo.





Formations Define How You Participate

Formations define how you participate in the Ambition Economy.

They are flexible structures for individuals, groups, and organisations to act, grow, and collaborate.

The 8 Formation Types

- **Individual** – one person, using their own account.
- **Group** – informal collectives like communities, networks, or chapters.
- **Club** – structured gatherings of people.
- **Business** – commercial entities of any size.
- **Non-Profit** – charities, NGOs, and voluntary organisations.
- **Public Sector** – schools, hospitals, councils, etc.
- **Government** – departments, ministries, or agencies.



Individual Accounts

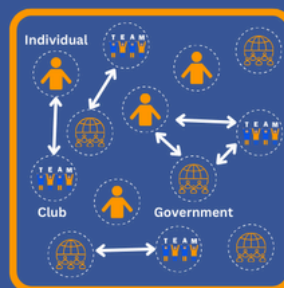


Group Accounts



Organisation Accounts

Collaborative Structures



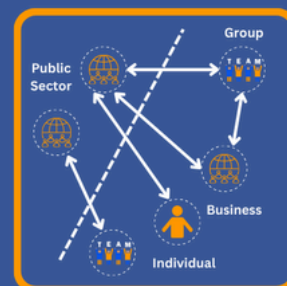
Adhoc



Hierarchical Network



Internal Accounts



External Accounts





Membership & Licences

Formations operate through three licence options:

1. Free 14-Day Trial

- o Single-seat licence for one Individual.
- o Let's you post and progress your own ambitions.

2. Paid Licences (post-trial)

- o Single-seat for 1 Individual (including under-18 option).
- o Multi-seat for Groups, Clubs, Businesses, Non-Profits, Public Sector, or Government (3, 5, 10, 15, or 20 seats).
- o Paid licences allow continued posting of ambitions.

3. Free Downgrade (post-trial)

- o Single-seat licence for 1 Individual (including under-18).
- o Unlimited duration, but you cannot post your own activities.
- o Note: no free option for multi-seat formations.

Licences aren't just admin - they're the bridge that lets you move from free trial exploration to serious collaboration at scale.

Note that everyone begins with a free 14-day trial, signing up as themselves with a unique email address. This account becomes one of eight possible formations.





Scaling Ambition

Formations bring different accounts together. They are designed to scale from the ground up:

- **Start with the entity** - Every person, group, or organisation creates its own account first.
- **Form groups** - Link entities into project teams, chapters, or coalitions.
- **Scale with master formations** - Connect groups into regional, national, or global networks.
- **Multi-entity organisations** - Large organisations can manage multiple accounts (by location, function, or purpose) and link them together.

Why This Matters

This bottom-up design means:

- Individuals keep autonomy while contributing to larger causes.
- Groups gain structure without losing their members' independence.
- Organisations scale logically, from one office to global federations.
- Everyone stays connected through the same ambition-driven framework.

The result?

A single, consistent, scalable system. Whether you're one person, a local group, or a global organisation, you can start where you are, grow naturally, and collaborate at any level.



IMPOSSIBLE

Making The Impossible Possible

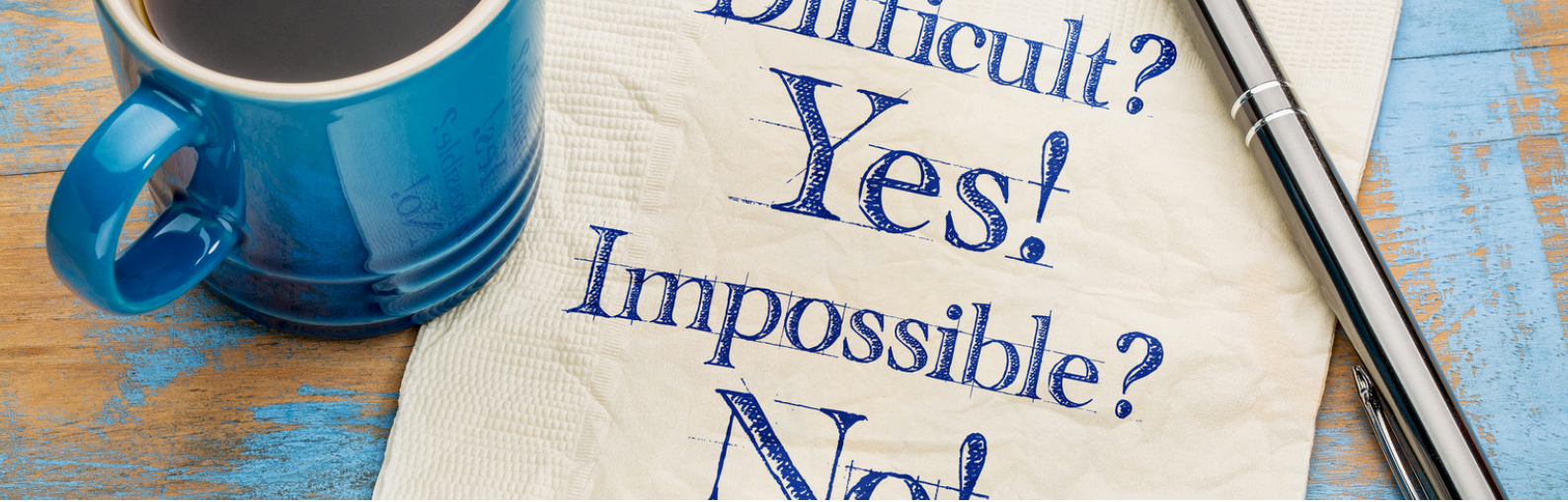
Creating a global hub for billions of powerful individuals, groups, and organisations - one that can handle every type of personal, professional, and societal ambition - takes a little organisation and structure.

Here, ambition isn't left floating as an idea or trapped as frustration. It is captured, categorised, and converted into action through a simple, universal schema that works for everyone. This schema has five essential layers:

1. **Ambition Areas (12 in total)** - Members can register their ambitions privately over time and build a portfolio for future undertakings. Each one, no matter how big or small, fits into one of twelve ambition areas: Personal, Community, Social, Cultural, Business, Financial, Economic, Political, Environmental, Technological, Scientific, and Spiritual. This ensures they are not lost or ever ignored, and members can instantly see what's on the table.

2. **Strategies (11 in total)** - Strategies are the link between ambitions and activities. Your strategy is the broad approach you'll take to move your ambition forward. On Ideas-Shared you can use one or more of the following:

- **Create Awareness** – Make more people see, hear, or understand your ambition.
- **Improve or Reform** – Influence change to make something better or fairer.
- **Stop or Boycott** – Prevent harm or withdraw support to force change.
- **Build or Create New** – Launch something fresh: a project, business, campaign, or initiative.
- **Innovate** – Invent new solutions, ideas, or ways of doing things.
- **Recruit** – Find people with the skills, passion, or resources you need.
- **Protest** – Stand up publicly to highlight an issue or demand change.
- **Leverage Petitions** – Use collective voices to influence decision-makers.
- **Obtain Funding** – Secure money to turn your ambition into reality.
- **Receive Donations** – Invite contributions of money, goods, or time.
- **Research** – Gather information, insights, or evidence to guide next steps.



Making The Impossible Possible (Continued...)

3. **Everyday Activities (19 types)** - Ambitions are realised through the completion of one or more activities. There are 19 in total: Declare Ambition, Develop Ideas, Rant, Fix Problems, Share Knowledge, Ask Questions, Offer Solutions, Manage Jobs, Showcase Places, Promote Events, Express Opinions, Offer Help, Start Discussions, Supply Tutorials, Post Announcements, Request Help, Submit Adverts, Present Recommendations, and Post Fun Stuff.

4. **Task Frameworks** - Each activity type has its own built-in task framework - a ready-to-use structure that breaks complexity into smaller steps. At the relevant time, you simply add actual tasks needing to be completed into the framework and assign teams to complete them.

5. **The Add Listing Form** - Everything flows through one universal add listing form. Whether you're an individual solving a personal problem, a group tackling a community issue, or an organisation driving systemic change, the same form makes it simple to publish an activity listing in the Ambition Directory.

Together, these five layers provide structure across a complex landscape making it easy to manage any ambition, and they flow effortlessly into the 7 Step process.





The 7 Step Process

Every ambition needs a pathway. Without one, they stall, frustrations linger, and opportunities slip away. The Ambition OS is a repeatable, scalable 7 Step process that transforms any ambition - personal, professional, or societal - into measurable results.

Step 1: Identify Ambition - Define clearly what you want to achieve, fix, or create. A strong starting point gives direction and purpose.

Step 2: Post Listing - Turn your ambition into one or more of 19 everyday activities, and post as an activity listing to our Marketplace. Now others can discover and engage with it.

Step 3: Share Listing - Promote your activities online and offline to find potential collaborators, supporters, or partners. Visibility accelerates progress.

Step 4: Build Teams - Bring together the right people, skills, and resources to help you deliver the outcomes you want effectively and efficiently.

Step 5: Plan Tasks - Break the activity into tasks. Clear planning prevents overwhelm and sets achievable milestones.

Step 6: Execute Tasks - Take planned steps to drive momentum and keep progress tangible.

Step 7: Complete - Deliver outcomes, capture the benefits, share results, and iterate. Each completed ambition fuels the next.

Why This Matters

This methodology is fundamental, and here's why it matters:

- **Clarity:** You know exactly what to do at every stage.
- **Scalability:** Works for a single person, a small team, or a global coalition.
- **Momentum:** Progress is measurable and repeatable, creating a virtuous cycle of success.

With the 7 steps in place, no ambition remains "hidden." The system is ready. The marketplace is open. This is real and it is available now.





Ambitions > Strategy > Activities > Tasks > Desired Outcomes

Complexity requires simplicity and that’s what Ideas-Shared unlocks. The World now has a unique way for all individuals (16+), alongside every informal group, and organisation to use their power and join forces to realise personal, professional, and societal ambitions.

Simply register an ambition, then decide what your strategy is using the table below, or your own logic. Select as many activities as you need, then post them as an activity listing. Then complete the 7 Step Process.

Strategy	Example Activities (Activity Listing Type)
Create Awareness	Ambition, Announcement, Article, Event, Opinion
Improve or Reform	Discussion, Problem, Recommendation, Idea
Stop or Boycott	Rant, Discussion, Announcement, Event
Build or Create New	Ambition, Idea, Solution, Place
Innovate	Idea, Solution, Article, Tutorial
Recruit	Advert, Request Help, Offer Help, Event
Protest	Rant, Event, Announcement, Discussion
Leverage Petitions	Article, Event, Problem
Obtain Funding	Advert, Request Help, Event, Solution
Receive Donations	Request Help, Announcement, Event
Research	Question, Article, Discussion, Recommendation

You’re 100% in control. You choose the ambitions, strategies, activities, teams, tasks, and outcomes you want. A complete universe of change and improvement awaits.

Global Ambition Economy



Your personal goals,
challenges, ideas



Your organisation
and team projects



Initiatives that impact
society or the world



Ideas-Shared Ambition OS: 7 Steps & Micro Actions



- For You: Progress on what matters most
- For Others: Mutual support & collaboration
- For Society: Compounding positive change



- # Unlock Your Potential



The Big Prize

Most ambitions can be pursued by individuals, small groups, and organisations. But the real magic of Ideas-Shared is what happens when millions of people, teams, and organisations participate together.

This is where the Ambition Economy reveals its true power, because only mass participation can unlock:

- **Global Scale Solutions** – Climate action, inequality reduction, sustainable infrastructure, better healthcare, education for all - issues too large for one person or organisation become solvable when ambition compounds across millions.
- **Collective Leverage** – A million voices, coordinated, carry more influence than any lobby group, corporation, or government department. That's power rebalanced in the hands of everyday people.
- **Shared Prosperity** – When ambition flows freely, opportunities expand. More ideas tested, more ventures launched, more problems solved → a rising tide that lifts everyone.

- **A Culture of Progress** – Replace endless division, polarisation, and tribalism with collaboration and action. Imagine a world where progress isn't the exception - it's the norm.
- **Resilient Communities** – Networks of ambition become safety nets. When someone stumbles, others step in. When someone succeeds, others benefit.

Why No One Wants to Miss Out

The Big Prize isn't just about solving problems. It's about creating a new normal:

- Where ambition is never wasted.
- Where barriers to action no longer hold us back.
- Where your voice and your effort add to a global force for good.

The Ambition Economy doesn't just make progress possible. It makes progress inevitable - if you take part.

This is the future waiting to be built. Together, we hold the keys.

Try for free

Your Next Step: Put the Guide Into Action

You've read the Ideas-Shared User Guide. Now it's time to use your power and take the first step.

We're giving you a 14-day free trial to try everything for yourself.

No credit card. No pressure. No gimmicks.

Here's the Challenge

1. Sign up right now – it takes less than 2 minutes.
2. Post your first listing – choose an ambition, pick a strategy, and publish an activity listing.
3. Share it – invite one friend, colleague, or partner to see your listing.
4. Watch what happens – collaboration begins the moment you take action.

That's it. In less time than it takes to make a coffee, you can be on your way.

Why Start Today?

- You've got ambitions - don't let them sit idle.
- Posting a listing makes them visible, actionable, and collaborative.
- The Ideas-Shared community is built on one principle: progress happens when we act together.

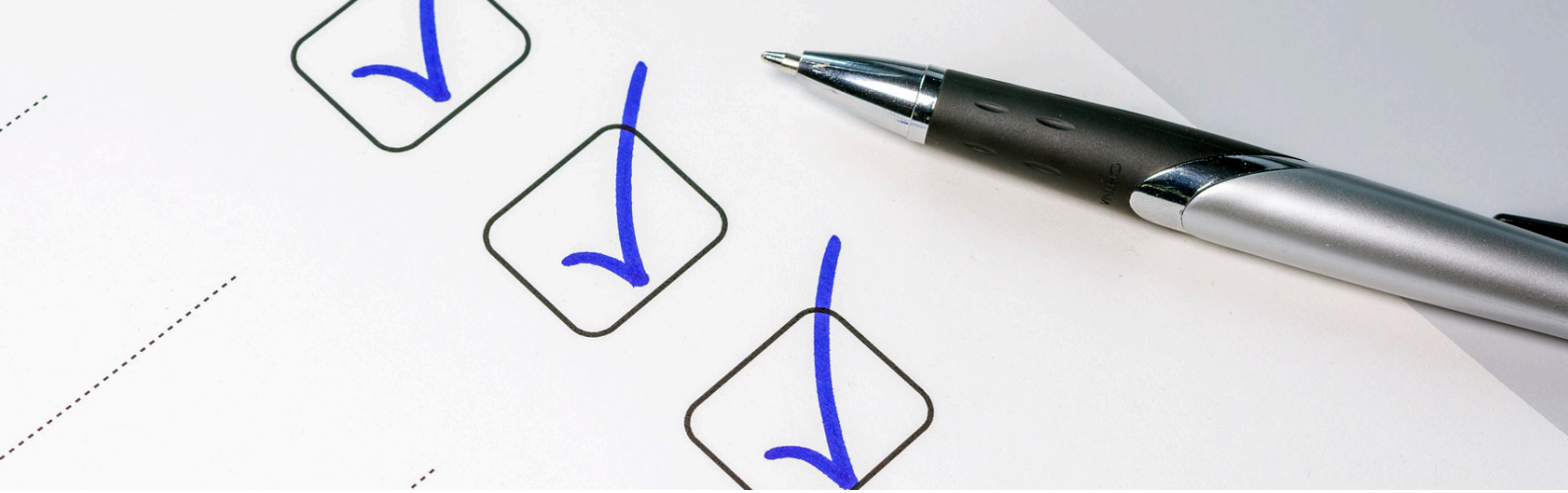
Every day you wait is a day of lost momentum.

The Deal

- Free 14-Day Trial (all features, no limits)
- Post as many listings as you want
- Build teams, plan tasks, and see outcomes
- Decide later: stay free with a light account, or upgrade for full power



You've got nothing to lose, and progress to gain. Click on the SIGN UP image above... ^



Quick Start Checklist

- ☐ Signup
- ☐ Register an ambition in your Vault.
- ☐ Choose a strategy.
- ☐ Post your first listing.
- ☐ Share it.
- ☐ Invite collaborators.
- ☐ Plan → Execute → Complete.

No gatekeepers. No algorithms. No ads. No limits.



Get Started

You've now seen how Ideas-Shared works - a journey that takes you from inspiration to action, from isolation to collaboration, and from idea to impact.

This guide has shown you how to:

- Take back your power
- Define what really matters to you
- Post your ambition and plan your approach
- Find your people and build delivery teams
- Break down big goals into practical actions
- Execute, adapt, reflect — and do it all again

But this isn't the end... It's just the start.

Progress is a rhythm. As one ambition concludes, another begins. What you've learned, what you've achieved, and who you've met are all part of your next chapter.

Use this guide to orient yourself as often as you need. Return to the steps. Restart the cycle. Share what you've learned. Help someone else begin.

Your next step is simple: sign up, follow the process, and see what happens when others join you. The world is waiting for a global reset - and it won't change without you.





Make Money With Us

Be Among the First to Join the Ideas-Shared Affiliate Program – Earn 30% for Life

At Ideas-Shared, we're building a global Ambition Economy where millions of people use their personal power to turn their goals into measurable results. Now you can be part of that movement – and earn every time you share it.

That's right! Finally, an ambition economy, a movement worth billions, and you here right at the very beginning. Imagine the potential?

So, are you ready to help spread the word?


Commission Structure

- 30% Lifetime Commission → Earn every time your referrals renew their plan.
- First Affiliate Locks In → You get full credit for anyone you refer, for as long as they remain a member.
- 60-Day Cookie → Your link is tracked for two full months. If someone signs up any time within that period, you get paid.
- Minimum Payout: £50 → Once your earnings reach £50, you qualify for payout.
- Payouts via PayPal → Paid monthly, 10 days after month-end.


Click the banner below to learn more about our Affiliate Program.

World's 1st Ambition Economy

Unlock personal, professional and societal ambitions



Free Trial



rewrite... edit... rewrite... edit... rewrite

Meet The Author

Bob Thompson is a systems thinker, ex-military, MCIPS procurement professional, real-world strategist, and unapologetic optimist.

As co-founder of Ideas-Shared, he's spent years exploring how everyday people can reclaim their agency, tackle real problems, and co-create the future - together.

His work bridges ambition and action, empowering anyone to move from frustration to follow-through.

This book is for those who know the world needs change - and are ready to be part of it.

He lives in the small village of Crowthorne Berkshire in the heart of England.



Join Me on Ideas-Shared