

Uplink

by Deloitte, World Economic Forum and Salesforce

Uplink is a social platform built on Salesforce that connects entrepreneurs with investors and experts to advance the UNs Sustainable Development Goals (SDGs) and create a world where anyone with impactful ideas is empowered to address the world's most pressing challenges.

Uplink exists to accelerate business unusual for people and planet, create bridges within the innovation ecosystem, unlock the entrepreneur revolution and propel systemic change for people and planet.

FEATURES

Idea sourcing through campaigns

- Source ideas & perspectives through a user-friendly interface
- Structure the content around topics, campaigns, and focus areas
- Register and update your profile, organization and submitted ideas

Impact assessment

- Impact tracking over time for each submitted idea
- Impact aggregation and display at multiple levels

Facilitated review process

- Review process of submitted content including automatic follow-ups
- On-platform reviews with mass assignment to selected reviewers
- Feature experts and other people on the platform
- On-platform booklet for sharing executive summaries with a selected group of people

Discover content based on interest

- Search and discover content
- Get recommendations based on interests
- News about topics and ideas of interest

Community engagement

- Community groups, feeds and on-platform messaging
- Persona based calls-to-action

Marketing & communications

- Marketing based on persona
- Automatic emails

BENEFITS



Source ideas from anywhere, using a user friendly solution to gather the best ideas around your topics of interest.



UI with breakpoints and custom menus for desktop, tablet, mobile, mobile publisher



Utilize custom record page templates, with access manager, in-page tabs and call-to-action buttons. Modular content structure with reusable components (discover grid, carousels, widgets, survey responses)

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