



INNOCENTIVE®

"Many of life's failures are people who did not realize how close they were to success when they gave up."
– Thomas Edison



It's not a problem. It's a Challenge.

You need a problem solved. It might be a specific technical problem, a tricky business issue, a scientific hurdle, or a way to improve our quality of life. It might be a big problem that needs some creative thinking. Resolving the problem could take your organization to the next level. Maybe your R&D team is too focused on the job at hand, or too busy to take on this problem. Maybe you don't have an R&D team.

InnoCentive can help. Our community of over 125,000 Solvers and growing tackles problems big and small, in engineering, business, life sciences, chemistry, computer science and physics. Post a Challenge and see what our Solvers can do! Our Client Services team is available to help you choose the Challenge type that works best for your organization.

Product Definitions by Challenge Type

	Ideation	Theoretical	Reduction to Practice	eRFP
Award Value Assigned	✓	✓	✓	
Guaranteed Award	✓			
Non-Exclusive License Upon Award	✓			
Award Paid Only if Challenge Solved		✓	✓	
IP Transfer if Challenge Solved		✓ ²	✓	
Success Fees Paid if Challenge is Solved	✓ ¹	✓	✓	
Collaboration Proposals Provided				✓

¹ Success fees apply for Ideation challenges with award amounts of \$100,000 and over.

² In some situations, a non-exclusive license may be granted in a Theoretical challenge.



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The **Ideation Challenge** allows Seekers to ask a broad, non-detailed question to obtain access to new ideas. Seeker provides only non-confidential information. Examples of this type of challenge are questions on new business ideas, new business processes, how to fix a problem, etc. There is no IP transfer. A perpetual, non-exclusive license is provided to the Seeker for the solutions selected. An award is always granted to one of the solutions in this type of Challenge. This increases the pool of participants and invites solutions from thinkers in many different disciplines.

The **Theoretical Challenge** provides the Seeker the opportunity to own the solution that is selected. Examples of solutions include business plans, scientific solutions, process documentation, etc. Ask a question with detailed requirements that Solvers must address in their responses. If the Seeker awards a Solver's response, then the IP is transferred from the Solver to the Seeker. You only pay an award for the solution that meets your criteria.

The **Reduction to Practice (RTP) Challenge** is also highly detailed and goes one step further than a Theoretical Challenge, asking the Solver to submit physical evidence of the solution. IP is also transferred in this type of Challenge. You get practical proof that a solution works, and you only award a solution if it meets all of your needs. Examples include scientific samples, medical devices, blueprints and more.

eRFPs connect Seekers with appropriate partners, including scientists, university researchers and technology incubators, to perform services outlined by the Seeker. The output of an eRFP provides Seekers with several proposals to choose from for contract work. There is no IP transfer. An eRFP streamlines the proposal-seeking process and delivers a list of potential partners right to you.



To start working with InnoCentive today,
contact our Sales team at 1-978-482-3328
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