

IT'S ALL ABOUT ASKING THE RIGHT QUESTIONS

Premium Challenges

InnoCentive is the global leader in Challenge Driven Innovation. It is where leading commercial, non-profit and government organizations come to solve their important business, social, policy, scientific, and technical challenges.

Only InnoCentive has such a comprehensive offering, providing our proven **Challenge Driven Innovation™** (CDI) methodology and expertise; Global Solver Network of 375,000 diverse and creative minds; and Open Innovation Management Software.

From the Internet of Things to the Internet of Minds

What is a Challenge?

A Challenge is a well-formed problem that has a solution that would be of high value to an organization. It is specific, detailed, actionable, and delivers a measureable outcome. A Challenge can come in a variety of forms, whether you are looking for solutions in the form of a concept, prototype or anything in between.

Fully Supported: We're With You the Entire Way

Your Premium Challenge is developed with the help of our PhD-educated Challenge Experts using InnoCentive's proven methodology, then posted – anonymously, if desired - to our global network of problem Solvers.

Our Experts assist Solvers by answering their questions while protecting your identity and other sensitive details about the Challenge. Submissions are provided to you for evaluation against the criteria set out in the Challenge and your needs.

InnoCentive can help you find solutions to your organizations' pressing needs and institutionalize a culture of open innovation and crowdsourcing. Get ahead of the competition with InnoCentive today!

Call us at:
1-855-276-9366 (US) or
+44 (0) 207 224 0110 (Non-US)
or email:
sales@innocentive.com

“We wanted to tap into the knowledge of the widest possible community and required the know-how to develop effective questions; InnoCentive provides us with this reach and expertise.”

Eva Guinan, MD & Director of the Harvard Catalyst Linkages Program, Dana-Farber Cancer Institute

“Open innovation is a real force multiplier for the AFRL. By opening this Challenge up to the world through InnoCentive, we were able to multiply the number of people thinking about this problem over 100-fold, and received a workable solution within a 60-day period. The quality of this solution is outstanding and energized our junior workforce team to quickly test and deliver a solution to our Air Force warfighters.”

Alok Das, leader of the rapid reaction team at the Air Force Research Laboratory, referencing the Vehicle Stopper Challenge, which attracted more than 1,000 Solvers

Benefits to Your Company From InnoCentive Challenges:

Breadth and Diversity Matter

- Access InnoCentive's constantly growing Global Solver Network of 375,000+ diverse, creative and prepared minds from over 200 countries. Access millions more through our partner networks.
- Whether you are looking for new ideas, breakthrough approaches, or a new product design, we can help

Reliability, Anonymity and Security

- InnoCentive's proven confidentiality and IP agreements used successfully since 2001
- InnoCentive can deliver to you your discovered solution quickly and efficiently without ever disclosing your identity

Accelerated Solution Delivery

- Ask everyone! Our Global Solver Network can bring you a diverse range of creative solutions to your organization's pressing problems
- Free up your team to work on other programs while InnoCentive's cloud labor force gets to work on your Challenges

Cost-effective Innovating with Less Risk

- Only pay for solutions that meet your needs*
- Simple and clear IP transfer and licensing through an established process and predefined awards

InnoCentive Premium Challenge Types

InnoCentive's PhD-educated Challenge Formulation Experts will help you determine the best Challenge Type, IP treatment and award amount for your needs. Typical Challenge Types are:

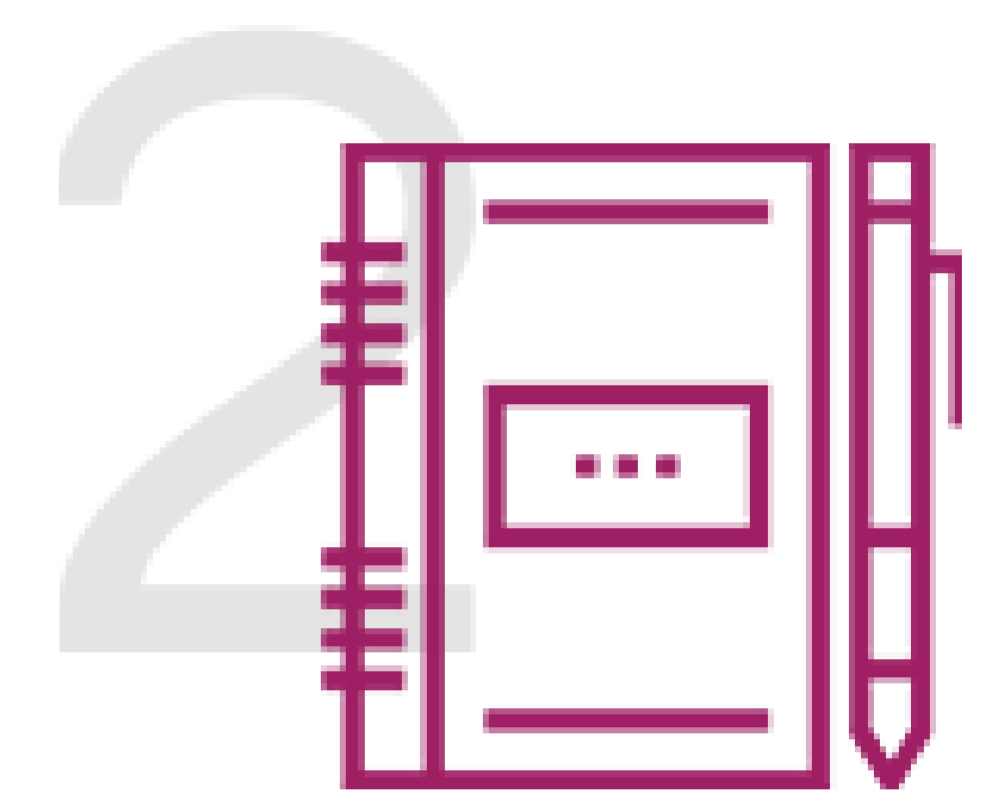
- **Ideation:** Run a global brainstorm looking for that breakthrough idea
- **Theoretical:** Receive in-depth proposals and even details on potential implementation
- **Reduction-to-Practice (RTP):** Source proven solutions with proof of concepts in forms such as samples, algorithms, prototypes or experimental validations
- **Big Data "Prodigy":** Get new insights, visualizations or predictive algorithms for your data
- **Electronic Request for Proposal (eRFP):** Find a collaborator, a supplier or a partner for a joint development program

* For Ideation Challenges there are guaranteed awards.

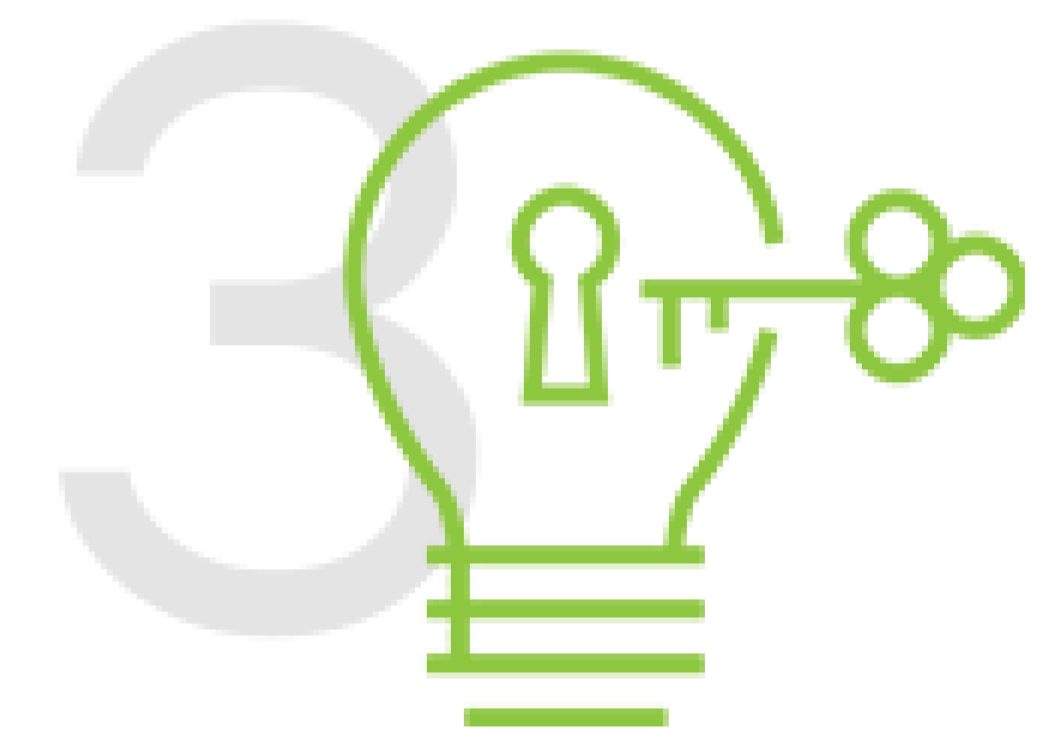
InnoCentive's Premium Challenge Process



Suggest Problems and Ideas



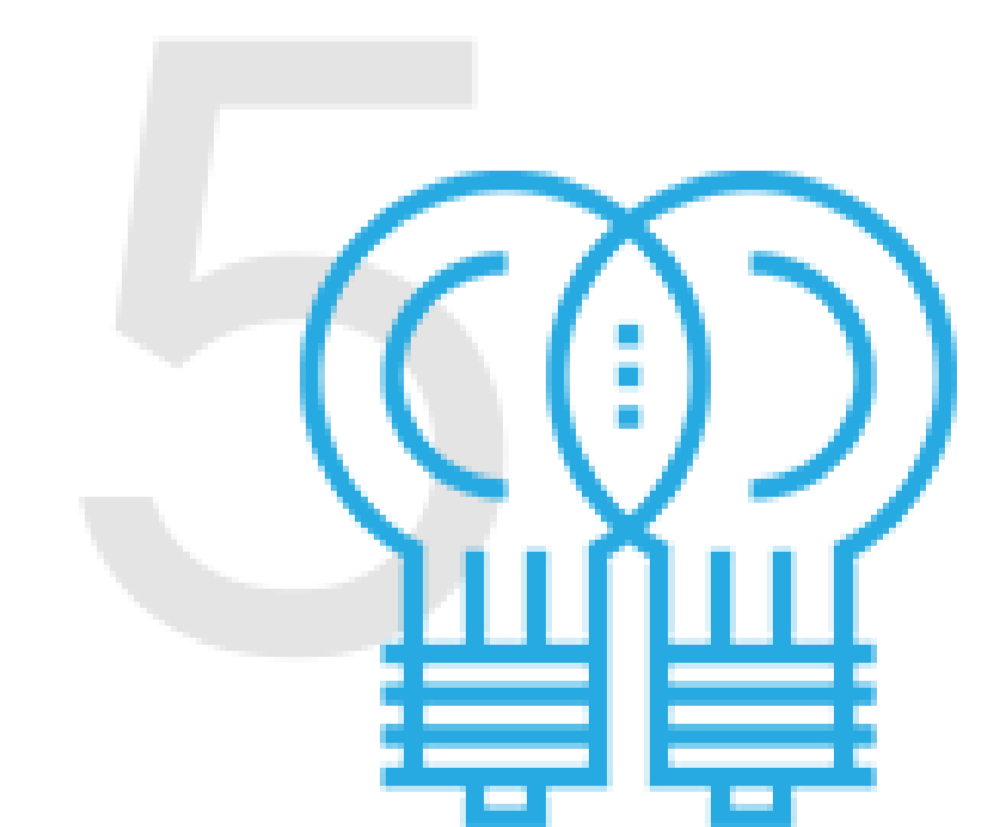
Formulate into Challenges



Specify IP Treatment
(if applicable)



Post Challenges to
InnoCentive.com & Partners



Evaluate Solution Submissions



Award Solver(s) and Transfer
IP