



Changing the world,
one Challenge at a time

Custom Challenge Programs

InnoCentive's Custom Challenge Programs enable you to develop high-profile Challenge programs and innovation competitions, uniquely tailored to your needs, for solving big problems and encouraging breakthrough innovations. Whether you have a clear design that you would like to be planned and executed by our team, or you are at the early stages of conceiving an idea for a large-scale Challenge program, InnoCentive's design expertise can help make your program a reality, from the first design brainstorm right through to the final award ceremony.

While our services are specifically designed to be configured to individual client needs, our Custom Challenge Programs typically fall into one of two camps:

- **Grand Challenges:** A Grand Challenge focuses on a large problem, often calling for radical innovations and breakthrough solutions that will have a significant impact on global well-being. It offers big, publicity-fostering financial rewards and ambitiously strives to revolutionize whole industries or incentivize the creation of exciting new markets. In this way, Grand Challenges aim to focus considerable attention on a specific issue and mobilize a motivated community of problem solvers. This type of Challenge tends to involve some form of experimental testing of submitted solutions, ensuring that awarded innovations have objectively proven their worth in practice and under rigorous conditions.
- **Showcase Challenges:** This type of Challenge calls for innovations that are developed within a broad subject area or discipline (e.g., security, energy). In this way, they are distinct from other Challenges run by InnoCentive. Innovators are encouraged to submit original proposals that fit within the overarching theme of the Challenge and a panel of expert judges is convened to assess the submissions and allocate rewards according to pre-specified assessment criteria. The awards are generally announced during major, publicity-generating events, with solvers getting the opportunity to pitch their innovation solutions and field questions from the judging panel. Showcase Challenges are often aimed at entrepreneurs, startup businesses, or pioneering small and medium-sized enterprises (SMEs), giving them an opportunity to promote their businesses and enhance the profile and credibility of their innovations.

Where you need to have a particular part of a Challenge program completed, but not a complete Custom Challenge Program, InnoCentive can still add value through our **Support & Advisory Services**. We can provide you with high quality input into any stage of your program (e.g., during design, planning, or execution). This includes high-level program design consultancy, design with or without research, event planning and management, and marketing. These elements are themselves configurable to your needs, building on InnoCentive's experience in a range of disciplines and industry sectors. InnoCentive's Premium Challenges can also be used as part of a Custom Challenge Program, if this helps to achieve the aims of that program.

InnoCentive's Custom Challenge Programs enable you to develop **high-profile Challenge Programs** and **Innovation Competitions** uniquely tailored to your needs.

"Working with InnoCentive expanded our reach to new minds around the world, which would have been inaccessible without this partnership. We certainly didn't expect some of the most exciting ideas to come from the fields of dermatology, chemistry, and plant biology and yet that's what happened. InnoCentive's Solver network is unparalleled."

Melanie Leitner, Ph.D., Chief Scientific Officer, Prize4Life

"I applaud the mission of the Global Security Challenge that understood this principle of fostering innovation and the innovative entrepreneurs who competed in this competition with their high-quality technologies."

Jay Cohen, Under Secretary for S&T, U.S. Department of Homeland Security

Why run a Custom Challenge Program?

- **Solve a major problem that achieves high impact:** Custom Challenge Programs focus on high-value targets and often aim to tackle serious market failures or remove barriers or bottlenecks that may be holding up progress in a certain area or industry.
- **Tackle complex problems:** Challenge programs can be structured in stages, consisting of many incremental Challenges that guide the innovation community toward systematically tackling the overall problem.
- **Build and develop an innovation community:** Custom Challenge Programs seek to improve the innovation system within a given sector by providing a forum and focus for a solver community, fostering collaboration, cooperation, and networking among innovators and other key stakeholders, and improving information-sharing, knowledge transfer, and communication within the community.
- **Source new ideas from unexpected fields:** Because Custom Challenge Programs tend to demand radical thinking and breakthrough innovations, it is especially important to attract new and original ideas from outside traditional sectors. These programs often make an extra effort to engage new innovators and offer sub-prizes that reward technology-transfer from external sectors.
- **Draw attention to the problem:** Exposing a problem or Challenge to the world, and offering a sizeable reward (typically \$100,000 or more) to individuals/groups which can address or even solve the problem, is an effective way to raise awareness about an issue.
- **Promote your brand and cause:** Launching a Custom Challenge Program can raise the profile of the program sponsor and its cause, helping to establish thought leadership within an industry or around an important issue. And for foundations, these programs are effective fund raising vehicles.
- **Create new markets:** Custom Challenge Programs can be used to open up whole new markets or new areas of innovation, as radical advances open up fresh avenues of commercial opportunity and enable a diverse range of sequential innovations.
- **Maximize return-on-investment (ROI):** Custom Challenge Programs aim to maximize returns from the sponsor's financial investment, as well as reduce their risk, since solvers collectively invest considerable sums in pursuit of the prize.

Contact your InnoCentive representative, call us at 1-855-CROWDNOW or +44 (0) 207 224 0110 (International), or email sales@innocentive.com to learn more about Custom Challenge Programs.

About InnoCentive, Inc.

InnoCentive is the global leader in crowdsourcing innovation problems to the world's smartest people who compete to provide ideas and solutions to important business, social, policy, scientific, and technical challenges. Our global network of millions of problem solvers, proven challenge methodology, and cloud-based technology combine to help our clients transform their economics of innovation through rapid solution delivery and the development of sustainable open innovation programs. For more than a decade, leading organizations such as AARP Foundation, Air Force Research Labs, Booz Allen Hamilton, Cleveland Clinic, Eli Lilly & Company, EMC Corporation, NASA, Nature Publishing Group, Procter & Gamble, *Scientific American*, Syngenta, *The Economist*, Thomson Reuters, and several government agencies in the U.S. and Europe have partnered with InnoCentive to rapidly generate innovative new ideas and solve problems faster, more cost effectively, and with less risk than ever before. For more information, visit www.innocentive.com, email info@innocentive.com, or call 1-855-CROWDNOW (U.S.) or +44 (0) 207 224 0110 (International).

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CASE STUDY: PRIZE4LIFE **INNOCENTIVE**

A Deadly Disease With No Cure
 Amyotrophic lateral sclerosis (ALS), also known as Lou Gehrig's disease, is a progressive and fatal neurodegenerative disease. In ALS, the nerve cells that control voluntary muscle movement gradually stop functioning, and patients become paralyzed through their minds typically remain intact. Most people with ALS die from respiratory failure, usually within two to three years. There is no known cure for ALS, and only one treatment which prolongs survival for a few months at best and is often prohibitively expensive.

Challenge: Find a Biomarker for ALS
 In 2006, Avi Soreani, a 25-year-old Harvard Business School and former Captain in the Israeli army was diagnosed with ALS. After learning that there was no cure, and in fact, no hope for a cure, he decided to apply his training and brain power and the resources available to him at Harvard to make the biggest impact he could on ALS research. He formed Prize4Life, Inc. along with several other people with the mission "to accelerate the discovery of treatments and a cure for ALS by using powerful incentives to attract new people and drive innovation".

Challenge Impact

- The Biomarker has the potential to reduce the cost of Phase II clinical trials by more than 50%.
- ALS treatments can now move more quickly through the development pipeline, providing a greater incentive for pharmaceutical and biotech companies to invest in ALS drug development.
- The prize has brought new research funding and saved the ability of the disease to the eyes of the larger public.
- The solution may also be applicable to Parkinson's and other neurodegenerative disease research.

CHALLENGE SPECS

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Grand Challenge Case Study Prize4Life



CASE STUDY: GLOBAL SECURITY CHALLENGE **INNOCENTIVE**

Supporting Security Innovation in the 21st Century
 Having annually from 2010 to 2011 the Global Security Challenge (GSC) from InnoCentive's flagship Grand Challenges.

Challenge: Finding the Next Security Solutions
 Furnished by the US Department of Defense the Technical Support Working Group (TSWG) is charged with finding and investing in high-risk, high-reward security innovations. By facilitating rapid prototyping of new technologies, TSWG aids the development of disruptive security technologies. Disruptive technologies often come from "black swans" (i.e. unexpected events). Individuals, companies outside of the security sector or outside of the typical security profile. Grand Challenges are an effective and efficient tool for attracting black swans and disruptive technologies, and the Global Security Challenge is designed to do just that.

CHALLENGE SPECS

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Showcase Challenge Case Study Global Security Challenge

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