



Premium Challenges

“Challenge Design is an area where partnering with InnoCentive makes a big difference, crafting Challenges in such a way to make them as attractive to Solvers as possible.”

Robert Albert
Collaboration Delivery and
Exploitation Lead
AstraZeneca

Formulate your pressing problem or need as a Challenge and post to our diverse global network of over 380,000 creative and smart minds to tackle. Gain detailed proposals and even working prototypes within weeks.

How it Works

Typically engagements begin with a workshop, where we provide training in Challenge Driven Innovation™ (CDI) and help identify and develop problems and needs faced within your organization that are conducive for tackling through CDI.

Following this, our PhD-educated Challenge Experts work with you to decompose and formulate the problems or needs as ‘Challenges’. Challenges clearly define the problem, solution and IP requirements, and awards. Problems are abstracted to allow for insights from across industries, perhaps even one that shares the problem and has already solved it.

Challenges are posted, anonymously if desired, to our network of creative and smart minds we call ‘Solvers’ who submit their solutions, typically over a period of 30 to 90 days. We handle all communication with Solvers and escalate questions to you only when necessary, saving you time and maintaining your anonymity.

Once a Challenge has closed, you evaluate the proposed solutions and select those to award. You only have to award solutions that fully

“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.”

Alok Das
Air Force Research Laboratory

“I couldn't put ten people in a room and have a brainstorming session or a seminar for two days for the same cost ... and I would have got a few hundred sticky notes rather than an entire notebook of 113 separate detail proposals.”

Tod Bedilion
Director of Technology
Management
Roche Diagnostics

meet your needs, except with Ideation Challenges where awards are guaranteed. All of this is done via our secure online platform. InnoCentive administer all award payments and IP transfers or licensing.

You receive the contact details of all awarded Solvers, allowing you to directly engage with winning Solvers as needed in the future, perhaps as a consultant or employee.

Types of Challenges

We have four main types of Challenges, allowing you to find anything from early-stage ideas to full prototypes:

- **Ideation Challenges:** run a global brainstorm for breakthrough ideas.
- **Theoretical Challenges:** receive in-depth written proposals.
- **Reduction to Practice (RTP) Challenges:** receive experimentally validated solutions.
- **Electronic Request for Partner (eRFP) Challenges:** discover partners or suppliers.

Our Solvers

Distributed in a previously unsearchable crowd are insights, flashes of genius and ideas that would never have been evident from job applications, resumes or consulting brochures.

Our 380,000 Solvers - all separately and specifically registered with InnoCentive - report expertise in a variety of fields including chemistry, life sciences, engineering, statistics, information technology, food and crop science, and business. They are located all around the world and nearly 60% are educated to Masters Level or above.

Millions more can be accessed through our partnerships.

Key Benefits

Rapidly Gain Access to Ideas and Solutions

IP treatments and award amounts are agreed to by all parties upfront. Following the conclusion of a Challenge, you promptly gain access to awarded ideas and solutions - no subsequent contract negotiations lasting months and stopping momentum.

“InnoCentive’s Solver network is unparalleled.”

Melanie Leitner, Ph.D.
Chief Scientific Officer
Prize4Life

Share Information under Confidentiality

Our Challenge Specific Agreements, which must be agreed and adhered to by all those involved in a Challenge, can prohibit the sharing of any information contained in the Challenge details or submissions, unless stated otherwise. This additional layer of security means that you can disclose more details and Solvers can submit proposals containing confidential information, ultimately allowing you to receive actionable and detailed solutions, rather than just conversation starters.

Proven Framework of Challenge Driven Innovation

To date, we have run over 2,000 Premium Challenges across a range of industries, with over \$20 million being paid out in awards. In 2016, 80% of Challenges were awarded. A study conducted by Forrester Consulting found that the leading hygiene and health company Essity (formally SCA), received a Return on Investment of 74% with a payback period of less than 3 months from their work with InnoCentive.

Our Clients



For more information on how you can run your own Challenges to rapidly solve problems and accelerate your innovation outcomes:



CALL US

Speak directly to a consultant.

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Non-US: +44 (0) 207 224 0110



FILL IN OUR CONTACT FORM

Submit our contact form online [here](#). Our team will respond shortly.



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