Center of Excellence for
Collaborative
Innovation

National Aeronautics
and Space Administration

Challenge Platform: InnoCentive

CoECI Overview

Established in November 2011, the CoECI serves to advance the use of open and distributed innovation methodologies to improve government missions.

The COECI provides guidance to other federal agencies and NASA Centers on implementing open innovation initiatives from problem definition, to incentive design, to post- submission evaluation of solutions.

External Crowdsourcing with InnoCentive

Using the **InnoCentive.com** platform challenges are posted an established web-based network of solvers of ~250,000 with a potential reach of ~12 million.

Types of challenges include:

Ideation: a global brainstorming approach to identify new/novel ideas (e.g., a new product line, a new commercial application for a current product, or a viral marketing idea for recruiting new customers.

Theoretical: addresses design problems that require an implementable idea that is not yet a proof of concept. Provides a concept with detailed descriptions, specifications, and requirements necessary to bring a good idea closer to being an actual product or service.

Reduction To Practice: delivers prototype-level solutions, including proof of concept. Requires well-defined success criteria and may require lab work and/or ability to validate solution. Deliverables typically include original data or physical evidence of validation.

Timeline

How long it takes to run a challenge is specific to the problem itself. The timeline shown does not include time to coordinate interagency agreement or task order processing.

Project Phase	Phase Duration	Time Required During Phase	Project Elapsed Time
Pre-Competition **- Problem Definition** **- Challenge Design**	3-5 weeks	16-32 hours	3-5 weeks
Competition **- Launch & Marketing** **- Solver Questions**	9-12 weeks	6-8 hours	12-17 weeks
Evaluation **- Judging** **- Selection**	6-10 weeks	80-120 hours	18-27 weeks
Post-Competition **- Solver verification** **- Implementation**	Varies	Varies	Varies

Contact Us

Contact the CoECI today to learn more. Visit the CoECI website at
www.nasa.gov/offices/COECI/