

# The Future is Now: 10 Years Later

## Final Agenda

Nov 18, 2021

No registration required.  
Feel free to share broadly.  
All times Central

[Join Us on Teams](#)

Come hear the story and learn how NASA specifically, and the federal government generally, took the idea of using crowdsourcing to solve important problems and created a powerful new and open way to do business. The story is not over. Join us as we celebrate the past and envision the future.

Lynn Buquo: Narrator

- |                  |   |  |
|------------------|---|--|
| 8:30 - 9:15 am   | <b>Reflections in the Rearview Mirror</b><br>Where did the use of “open innovation” in NASA start and why? And, why did the White House ask NASA to create a Center of Excellence?            | Jeff Davis, <i>Former NASA</i><br>Jason Crusan, <i>Former NASA</i><br>Jenn Gustetic, <i>NASA</i><br>Cristin Dorgelo, <i>Former OSTP</i>          |
| 9:30 - 10:00 am  | <b>What’s the Law Got to Do With It?</b><br>Why wanting to do something new in the government is different, and the importance of our legal counsel to building a successful operating model. | Jeff Heninger, <i>NASA</i><br>Ted Ro, <i>NASA</i><br>Randy Suratt, <i>NASA</i><br>Chris Miner, <i>NASA</i>                                       |
| 10:15 - 11:00 am | <b>Not Only How Does It Work? Why Does It Work?</b><br>How NASA’s academic partnerships shaped implementation.  | Karim Lakhani, <i>Harvard</i><br>Jin Paik, <i>Harvard</i><br>Eric Von Hippel, <i>MIT</i><br>Zoe Szajnfarder, <i>George Washington University</i> |
| 11:00 - 11:30 am | <b>The FAR Side</b><br>How NASA used the FAR to work with companies to acquire innovative solutions and make something “weird” work.  | Steve Janney, <i>NASA</i><br>J.R. Carpentier, <i>NASA</i><br>Aubrie Henspeter, <i>NASA</i><br>Vance Benton, <i>NASA</i>                          |
| 11:30 -12:30 pm  | <b>Lunch Break</b>  |  |

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## 12:30 - 1:30 pm The Federal Sector

A look at 10-years of federal practice and building a prizes and challenges community of practice.

Discussion Moderator: Jarah Meador, *GSA*  
Meredith Perry, *USAID*  
Kristen Honey, *HHS*  
Jennifer Beardsley, *USBR*  
Jennifer Garson, *DOE*  
Heather Evans, *NIST*

## 1:30 - 2:15 pm Crowdsourcing Companions

Discussions with the private sector companies who showed us the way.

Jon Fredrickson, *InnoCentive/Wazoku*  
Steve Domeck, *Former InnoCentive*  
Mike Lydon, *Former Topcoder*  
Andy LaMora, *Former Topcoder*  
Rashid Sial, *Former Topcoder*  
James DeJulio, *Tongal*  
Tim Bernstein, *yet2*  
Megan Waldo, *yet2*  
Kal Sahota, *HeroX*  
Kyla Jeffries, *HeroX*  
Lynn Van Deventer, *Carrot*  
(Formerly *The Common Pool*)  
Janna Gilbert, *Luminary Labs*  
Sara Holoubek, *Luminary Labs*

## 2:15 - 3:00 pm The Prizes, Challenges, and Crowdsourcing Program

How NASA's Space Technology Mission Directorate is forging a programmatic approach to innovation involving the crowd to support NASA's mission and technology needs.

Amy Kaminski, *NASA*  
James Reuter, *NASA*  
Niki Werkheiser, *NASA*  
Jason Derleth, *NASA*  
Chris Baker, *NASA*

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3:00 - 4:00 pm **Meet the NASA Team and Hear the Challenge Owners**  
Meet the NTL All Stars and see and hear video testimony from a few of our shining star challenge owners.

Lynn Buquo, *NASA*  
Sarah Douglas, *NASA-Mori*

4:00 - 4:30 pm **The Story Isn't Over: The New Future Starts Now**  
A prospective look at what's next and the incredible possibilities the future holds.

Steve Rader, *NASA*

5:00 - 6:00 pm **Virtual Popping of the Champagne**  
Join the fun as the NTL team celebrates 10 years of excellence in action. Sure to be laughs!

Everyone who wants to join