

Session 1, Track 1: Best Practices in Open Innovation and Prizes

Session opened with the “Numbers Game” as a reminder that being focused on the task at hand can limit creativity. The experience was also a reminder that when you’re focused on the task at hand bringing in “outside” influences can spur creativity. This activity is a simple way to highlight why open innovation is a useful tool.

Open Innovation Definitions in the Room

- Open Innovation at NASA = Prizes & crowdsourcing, in addition to the collaborations occurring at the event itself. For NASA:
 - Prizes = Centennial Challenges Program
 - Crowdsourcing = CoECI
- Open Innovation for Center for the Advance of Science in Space (CASIS) = fostering a supply and demand environment
 - MASS Challenge: Success in bringing in 8 new projects to fly on ISS
- Open Innovation at Phillips = collaborative development of big hardware. Sharing the Knowledge and the Results. Complementary research between biologists and hardware developers.

Hurdles to OI

- Educating problem identifiers/seekers about the process and purpose and clearly identify. Problem identification is difficult in terms of fully understanding the constraints and problem characteristics.
- Developing a common language to ensure everyone is on the same page.
- Familiarizing people with the new paradigm
- Evaluating all the solutions that come in requires a higher level of labor than usually people are prepared for
- Maintaining teacher participation in recurring events is a challenge in itself in the education sector
- Maturing usage of OI within an organization
- Balancing competition and collaboration
- IP valuation because of the way it’s been discovered
- Structuring challenges so that ideators don’t run into conflicts with investors down the road specific to IP

Other Aspects

Don't underestimate the intangibles of using OI in an organization. Often the intangibles help with the culture change.

Q & A

Q: Is it OK to run a challenge and award for items that aren't directly related to the original challenge?

A: Create your own rules. But be sure make those rules clear and match the expected outcome. If you don't do that you can get in trouble.

Q: Have open innovation practices had an effect on procurement strategies within NASA?

A: NASA is starting to develop new approaches to acquire goods and services. A long-term goal from the technology perspective is to help develop a Commercial Deep Space Communications Market.