

Open Innovation: A Challenge Within a Challenge

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Today's Objectives

- ① Understand Open Innovation and why and when we use it.
 - ② Gain a general overview of the process of executing an open innovation competition
 - ③ **Try it out!**
Call Competition
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What is Open Innovation?

“The systematic encouragement and exploration of a wide range of internal and external sources for innovative opportunities”

Buy why...

- ① Source innovation
 - ② Galvanize attention and awareness
 - ③ Engage new actors
 - ④ Encourage collaboration
 - ⑤ Drive problem solvers toward a common goal
 - ⑥ Leverage the power of the crowd
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When should you use Open Innovation?

**Open Innovation
practices can deliver
great value as a tool
to drive innovation
where... **

- ① Thinking needs to be expanded
 - ② Expertise outside your program's sector could contribute to possible solutions
 - ③ There is a precisely-defined need
 - ④ Market forces are insufficient to drive innovation in the sector
 - ⑤ Markets or behaviors can be energized or changed
 - ⑥ Actors are diverse and diffuse
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How do you design an Open
Innovation competition?

Design Process



Define the Problem

An open innovation competition is built around a problem that focuses on a specific, well-defined need or issue.

Design the Challenge



This step focuses on the technical substance and operational plan of your competition.



Publicize and Launch

In this step your team should carefully consider the channels, tactics, and tasks by which you will communicate.

Design the Challenge

Technical Design



Operational Design



Let the competition begin...

The Problem

One of the major problems with **health clinics in rural areas** is that they are extremely isolated and therefore have difficulty accessing the necessary medical supplies (blood, medication, equipment, etc.) needed to provide basic healthcare services.



Your Challenge

The Call

Draft the “Digital” Call – includes the problem (the challenge statement), barriers that actors are most struggling to overcome, a concise logic statement, and the criteria for successful innovations.

Respond



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