

EMI2022 - Crowdsourcing contests

Browse a crowdsourcing platform and post it on Padlet, pick up a contest, post in on Padlet, and deeply analyse it, than list the advantages and disadvantages of using contests for open innovation

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Internationals

ennomotive.com

Innovative Lighting System for Car Interiors

Pros

Low cost because the firm get a large amount of possible and diverse solutions and pay only 10000 euro to the winner.

Low risk because they don't have to build a team of engineers and fund the project, that may fails.

Cons

Crowd may propose solutions without taking the cost of production into account.

Wasting of time because people may not participate to the challenge or just propose bad solutions.

People cannot test their proposed system, so it may not work in a real world application.

Since people have to sketch the solution, they also need a designer, so the prize will be divided and discourage them to participate to the challenge

Meenestra

Platform

Zooppa

Platform analysis

Zooppa is a platform that closes the gap between companies and freelance artists and offers contests for advertising and marketing by giving cash prizes and experience.

Contest

Zespri

Pros (for companies)

It's a cheap way to get lot of ideas, often not biased by the company view itself.

Cons (for companies)

Many submissions may not be of high quality and they need to be filtered, requiring lot of time and work. Potentially none of the submissions may be acceptable.

Pros (for artists)

It's an easy way to get in touch with big companies. They don't get forced/influenced too much by companies so they can freely express themself.

Cons (for artists)

They could work but lose the contest and thus not get paid.

Crowdswagger

Platform: Kaggle

Contest: Contradictory, My dear Watson

Pros:

- 1: You can test your customers reactions to your final product
- 2: Little financial risk
- 3: increase brand awareness

Cons:

- 1: the crowd could be biased
- 2: the crowd may be too small

Iren B

Platform

Wazoku: innovative SaaS business that empowers organizations to solve complex problems and see the true value of ideas

Novel methods for the installation of single-axis trackers

The aim is to look for new and improved methods of installation of single-axis trackers for solar panels on complex sites

Advantages

- the seeker can compare a lot of different solutions for a limited cost

Disadvantages

Top G

Platform

Talenthouse

Contest

Pros & cons

Pros:

-

Cons:

- No prize mentioned
- Clear effort for a very small result

Group 6:

Break the skin stress cycle

Platform:

Health and Beauty

Adv:

Creating a large database of different types of skins issues with their approaches to protect skins, leading to stress

Disadvantage:

Not a general solution for all types of people (ages/ genders/ ethics/...)

Can not prevent the stress cycle permanently due to others factors which can increase the stress level
