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

SILVIA  NOV 23, 2022 09:23PM UTC

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.

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.

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 prices and experience.

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:**

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**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

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