

Next Frontier Innovation Challenge Exclusive Benefit for Game Changer Sponsors

Why an Innovation Challenge?



Link to video: https://youtu.be/5KDu-Y_3_Jo

What types of problems can be solved by an Innovation Challenge?

Challenges can address a range of problems, from social justice to sustainability. Samples Innovation Challenges include:

- [The Future of Mobility for All](#)
- [Parity Project Innovation Challenge](#)
- [Making Healthcare More Accessible for Underserved Communities](#)
- [Base 11 Space Challenge](#)

Timeline

HeroX Challenges can vary substantially, from a few months to a couple of years depending on the complexity of the challenge. Next Frontier Innovation Challenges, powered by HeroX, typically run several months. A sample timeline usually looks like this:



Roles & Responsibilities

	<h3>Next Frontier Initiative Game Changer Sponsor</h3>
<ul style="list-style-type: none"> ● Host a Challenge Creation Workshop to identify Challenge Concepts ● Challenge Design services ● Challenge Project Management (3 months) ● Crowd Builder services to attract innovators to compete in the challenge ● Crowd Management & Engagement ● Provide best-practices for judges ● Manage prize payout 	<ul style="list-style-type: none"> ● Identify stakeholders ● Participate in Challenge Workshop and Design process ● Provide subject matter experts in the design process ● Review and respond to drafts materials in a timely manner ● Identify and provide judges ● Review and approve proposed social media, website, and other content related to the challenge and the crowd builder ● Promote the challenge

What HeroX services are included in your Next Frontier Innovation Challenge?

HeroX offers a suite of services to support successful crowdsourcing innovation challenges. The following are included as part of your Next Frontier Initiative Game Changer Sponsorship.

Challenge Creation Workshop

The Challenge Creation Workshop is a hands-on, 2-hour session that empowers your organization to turn current problems or unrealized market opportunities into initial Challenge Concepts. The workshop goal is to identify 3-4 Challenge Concepts to be considered for your company's Innovation Challenge.

Challenge Design

- Kickoff Meeting for Challenge Design (one hour)
- Market research and background
- Subject Matter Expert Sourcing and Interviews
- Determination of intellectual property structure, gamification, non-cash incentives, and prize purse allocations
- Creation of the challenge story, craft guidelines, submission form, judging criteria, eligibility rules, and platform for pre-registration and full launch on herox.com

** A maximum of \$25,000 of your standard sponsorship cost is allocated to the effort of creating and delivering an Next Frontier Innovation Challenge (including the prize purse). We have a standard method of creating these challenge projects, however, if your idea / vision adds complexity or increases the duration of the challenge, you may be asked to provide additional funding. We will always discuss your options before committing to the final product / cost.*

Project Management

In addition to our oversight and guidance, HeroX will provide project management for 3 months. The service can be extended at an additional fee.

CrowdBuilder - Hero Level

HeroX will reach out to its crowd, see [here](#), of innovators on their platform and 2M+ innovators throughout partner networks to inform them of your Challenge and encourage them to register to compete.

Crowd Management: Content

HeroX will keep your crowd engaged and informed with one update per week for one month. These updates may include deadline reminders, relevant news, or how to use the challenge page features.

Crowd Management: Engagement

HeroX will monitor and engage the crowd for one hour per week for one month (forum, respond to inquiries, send messages, etc.)

Prize Payout Servicing

HeroX will distribute and payout monetary prize amounts on behalf of your organization, in accordance with all local regulations.

Committed to Your Success!

The possible break-throughs your challenge results could bring your organization are both exciting and endless! For our part as your trusted partners, both Base 11 and HeroX, we are committed to providing you with all the support and information you need to move forward on your open innovation project. That said, this is very much a collaborative process. We are in service of our Sponsors, ensuring that your team is present to the role they need to play and the timeliness of key milestones is critical to the success of our partnership and your project. See the list below, this is not an exhaustive list, of the most critical steps from your end:

Leveraging the excitement around our Next Frontier events is optimal to drive innovators to your challenge page. Early steps to lay the groundwork for success:

- Review the information above to help your team understand HeroX's proven processes.
- Develop 1-2 challenge concepts internally with your team
- Identify which team members/stakeholders will participate in the HeroX project. This may include key decision makers.
- Engage in a Challenge Creation Workshop hosted by HeroX.
- Challenge launch dates and completion dates will be targeted to align with Next Frontier events, when possible. (For example, if your Innovation Challenge launches at the spring event, the winners will be announced at the fall event, and vice versa)
- Begin plans to promote your challenge to your target audience of innovators.