

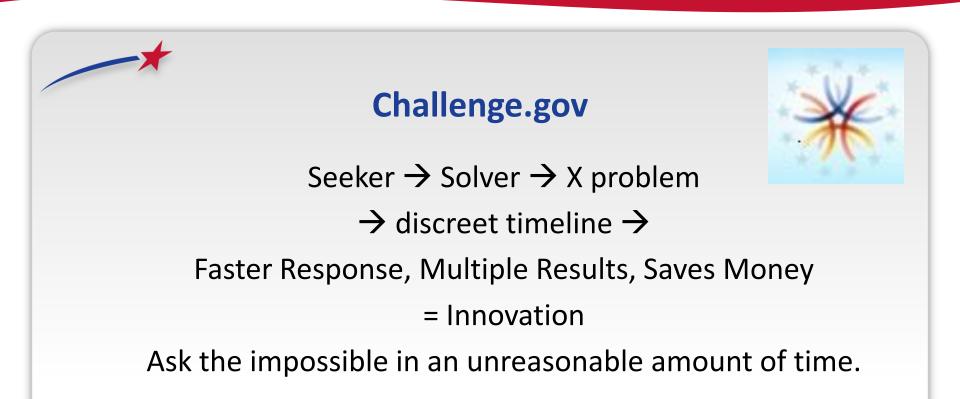


# Challenge.gov

# Innovation & Savings in the Federal Government Through Challenge & Prize Competitions

Office of Citizen Services and Innovative Technologies August 2012 Tammi Marcoullier and Karen Trebon





**10 Contests that Changed History** 

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#### Challenge.gov



March 8, 2010 OMB Memo:

--> Increase use of challenges and prizes to develop new tools and approaches to improve open government and innovation.

Launched September 7, 2010

For the feds. in the audience, have your Office of General Counsel check out memo and America COMPETES Act <u>http://www.howto.gov/challenges/plan/requirements</u>



#### Challenge.gov

- Today: 201 Challenges from 47 agencies
  - 1.7 million+ visits this year
  - Audience from 194 countries & territories
  - Median prize purse: \$8,500
  - 109k supporters
  - 51 data-focused, 24 apps challenges
- Free to all federal agencies
- Full end-to-end platform

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## **Challenge.gov – Benefits to Public**

- Enter
- Ask questions on discussion board
- Vote
- Sign up as a follower to receive email updates
- Share with friends and family via email, Twitter, and Facebook





- Veterans Affairs Blue Button Challenge
  - Winner was McKesson RelayHealth
  - First to install health record "Blue Button" on the websites of 25,000 physicians and other clinical professionals
- Bright Tomorrow Lighting Prize (<u>L Prize</u>)
  - Winner was Philips Lighting North America
  - Longer lasting, more efficient replacement for the common light bulb





#### **Government Runs challenges. Universities and Industry Can Enter.**

- Search for student or students on challenge.gov. Almost 50 results!
  - See winners of <u>National Education Start Up Challenge</u>
  - Apps for Healthy Kids
  - <u>College Net Price Calculator Video Challenge</u>
  - <u>Data Visualization Student Challenge</u>
  - <u>Document Your Environment Student Multimedia Contest</u>
  - Video interviews

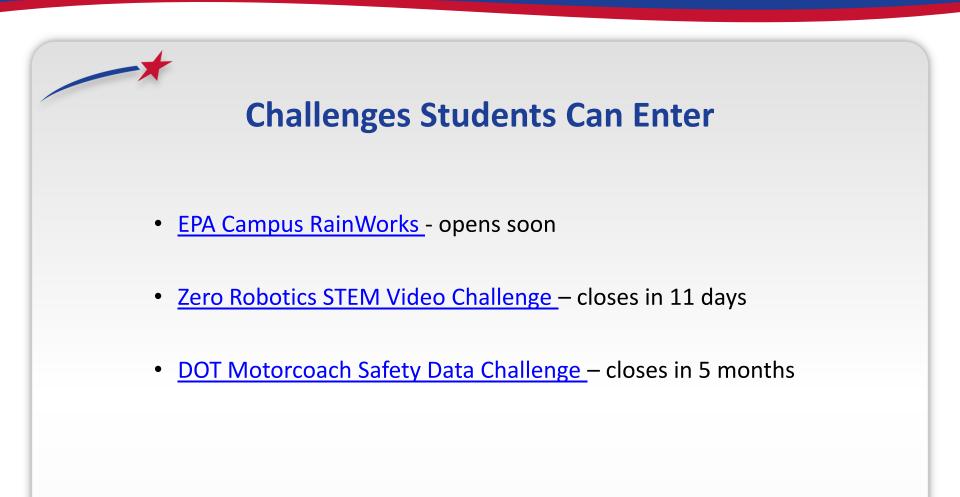
# **Go Viral to Improve Health Data Collegiate Challenge**

SleepBot helps citizens get more rest each night by detecting sleep deficit patterns. Also educates you about the health risks of not getting enough sleep. Developed by Cooper Union, NYU & Northwestern students.

The Freebee iPhone app uses quizzes to educate college students about the dangers of alcohol and smoking. Good scores result in incentives and "freebees." Developed by Arizona State U. students.

IMPAct helps citizens find doctors and learn about recommended health screenings. Also allows families to manage appointments via Google calendar. Developed by Arizona State U. students.

http://go.usa.gov/GGn





### Challenges on HowTo.gov

- Best practices
- Case studies
- Legal authorities
- Resources
- Policy documents
- <u>http://www.howto.gov/challenges</u>



# Training

- Materials from Challenge.gov First Birthday event
  - <u>http://www.howto.gov/training/conference/challenges-</u> 2011/presentations
- Archived webinars
  - <u>http://www.howto.gov/training/on-demand#challenges-and-prizes</u>
- Upcoming events:
  - Webinar on apps challenges post challenge strategy
  - September 19 AOLGov event on data and challenges
  - <u>http://gov.aol.com/events/</u>



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# **Multiple Award Schedule 541-4G**

- Challenge & Competition Services
  - Support from professionals
  - 13 companies
  - Gap analysis fill agency needs
  - <u>http://www.gsaelibrary.gsa.gov/</u>



# **Challenges Community of Practice**

- Federal peer group 540+
  - <u>http://www.howto.gov/communities/challenges-and-prizes-</u> <u>community</u>
- Legal and policy issues discussed and reviewed among CoP members,
  Office of Science & Technology Policy, Office of Management & Budget:
  - Funding
  - Partnering
  - Intellectual Property
  - Eligibility
  - Liability





#### Would you like to partner with the government on a challenge?

- Let us know!
- We can compile a list and share it with the community.
- White House always talks about testing facilities. Do you have a resource like this to offer, in lieu of money?



#### **Research Conducted on Challenges and Prizes**

- Book Innovation Tournaments (Terwiesch and Ulrich, Harvard Bus. Press, 2009)
  - Says groups are NOT good at generating innovation
  - Differences of opinion here, and in other areas of challenges
- Virginia Tech. In draft. Contact Karen for summary of top findings thus far
- Fels Inst. Of Gov't, Univ. of Penn. <u>http://www.fels.upenn.edu/news/seeing-building-wave-using-challenges-spark-innovation-government</u>
- Public Private Partnerships, Berkman Center for Internet and Society at Harvard University <u>http://cyber.law.harvard.edu/publications/2012/public private partnerships for organizing</u> <u>and executing prize-based competitions</u>
- IBM Center for the Business of Government
  <u>http://www.businessofgovernment.org/report/managing-innovation-prizes-government</u>



#### Video Links

- Video featuring federal employees and winners:
  - <u>http://www.youtube.com/watch?v=UnMYa4aMz2k&feature=ch</u> <u>annel\_video\_title</u>
- Winners only video. Lots of university students:
  - <u>http://www.youtube.com/watch?v=maejv8hRaSs</u>







Contact information:

Tammi Marcoullier, Program Manager

Tammi.Marcoullier@gsa.gov

Karen Trebon, Deputy Program Manager 202-501-1802

Karen.trebon@gsa.gov

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