

Challenges and Prizes: Virtual Meet and Greet with Solution Providers

by Web Manager University, a program of GSA's Office of Citizen
Services & Innovative Technologies

2:00 p.m. - 3:30 p.m.

Thursday, February 16, 2012

Introductions

- Moderator: Tammi Marcoullier, Program Manager, Challenge.gov, GSA
- Hashtag: #challengepartner
- Also on the line:
 - Karen Trebon, Deputy Program Manager, Challenge.gov

Agenda

2:00-2:05

Welcome, Agenda

2:05-2:30

Presentations from first 6 speakers

2:30-2:40

Break for Moderator and Audience Questions and Answers

2:40-3:00

Presentations from final 5 speakers

3:00-3:25

Moderator & Audience Q&A

3:25-3:30

Wrap-up

GSA Schedule 541 4G Challenge and Competition Services

- 541 is GSA's Schedule for Advertising and Integrated Marketing Services (AIMS)
- Schedule for Challenge services first called for in memo from OMB's Deputy Director for Management Jeffrey Zients in March 2010 <http://go.usa.gov/Q05>
- Reinforced in America COMPETES Act, December 2010 <http://go.usa.gov/Q0N>

Speakers

- Billy Twigg, Alexander & Tom Digital
- Brandon Kessler, ChallengePost
- Jon Fredrickson, InnoCentive
- Karthik Sethuraman, Kaggle
- Jonathan Slater, OmniCompete
- Brett Albro, Phase One Consulting Group
- Mike Hillegass, Qorvis Communications
- Jaison Morgan, The Common Pool
- Mike Lydon, TopCoder
- Suzanne Rowland, Winning Strategies Public Relations
- Kevin Mitchell, GSA's Federal Acquisition Service. He will tell you how to get started if you want to use the schedule.

DEMOCRACY VIDEO CHALLENGE



DEMOCRACY
YOUR VOICE. YOUR VIDEO.



1600+
VIDEO SUBMISSIONS



110
COUNTRIES PARTICIPATED



3000+
FOLLOWERS ON TWITTER



1.1million
FOLLOWERS ON FACEBOOK



8
DIFFERENT LANGUAGES



DEMOCRACY VIDEO CHALLENGE





Our Company

One mission: to power and manage meaningful competitions

Hundreds of challenges to date



Challenge.gov

We designed and built | We manage and customize

Intuitive | Easy | Social



Network

Hundreds of thousands of users | Wide variety of skills | Public supporters



Services

Consultation | Prize Design | Creating Rules | Website Text | Recruiting Judges

Reviewing Submissions | Online and Offline Marketing | Awarding Prizes

CONTACT | Brandon Kessler, CEO | brandon@challengepost.com | **212.675.6164**

InnoCentive: The Choice for Challenges, Innovation



Experience

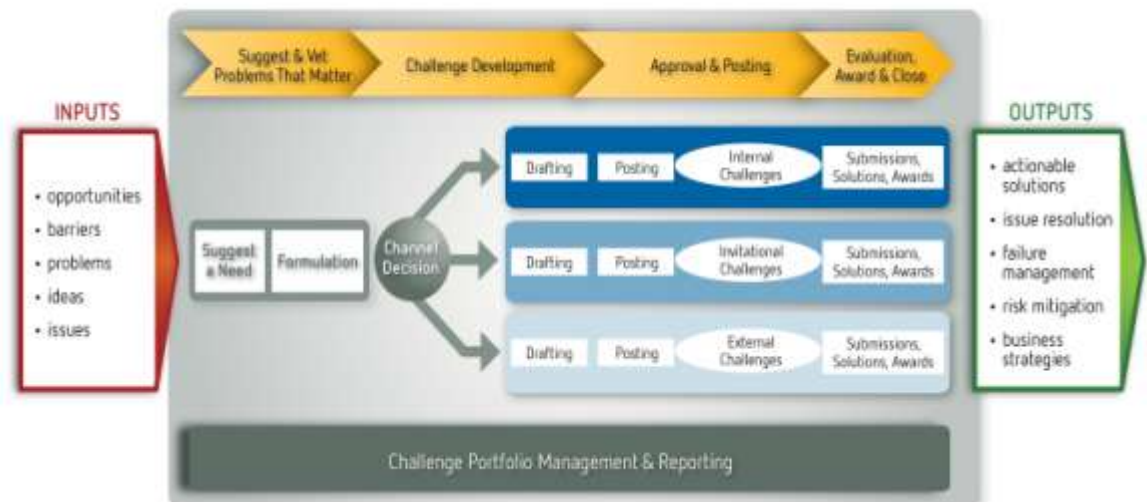
- Founded in 2001
- Over 2,000 challenges serviced
- Challenges in Government since 2005
- Civilian, DoD, IC
- Success!



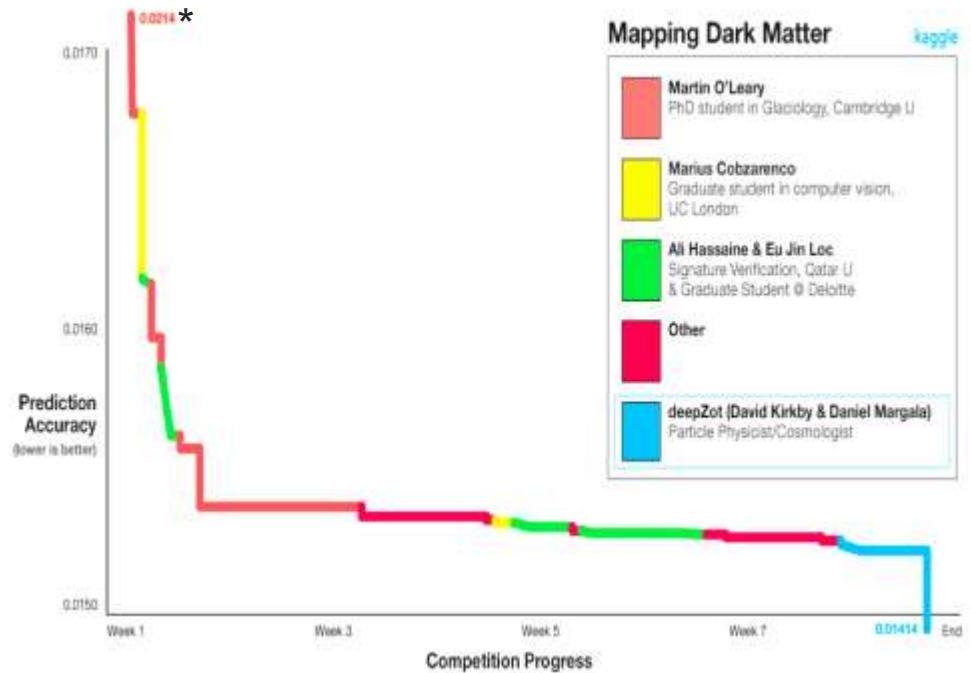
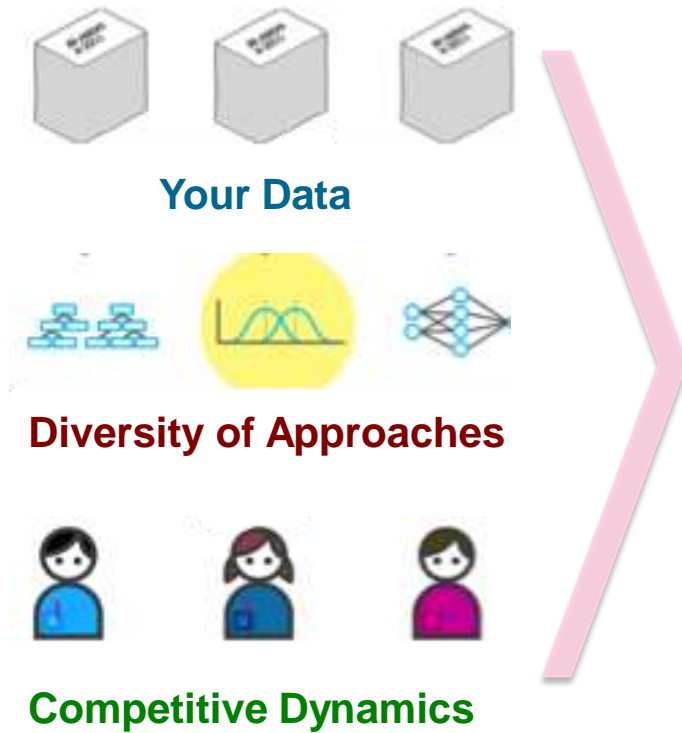
INNOCENTIVE CHALLENGE PLATFORM

Service

- Integrated platforms
- Training
- Challenge Support
- Established Marketplace
- Diversity
- Marketing



Kaggle: Turning data science into a sport



* Based on NASA's 3 decades of modeling



InnoCentive*

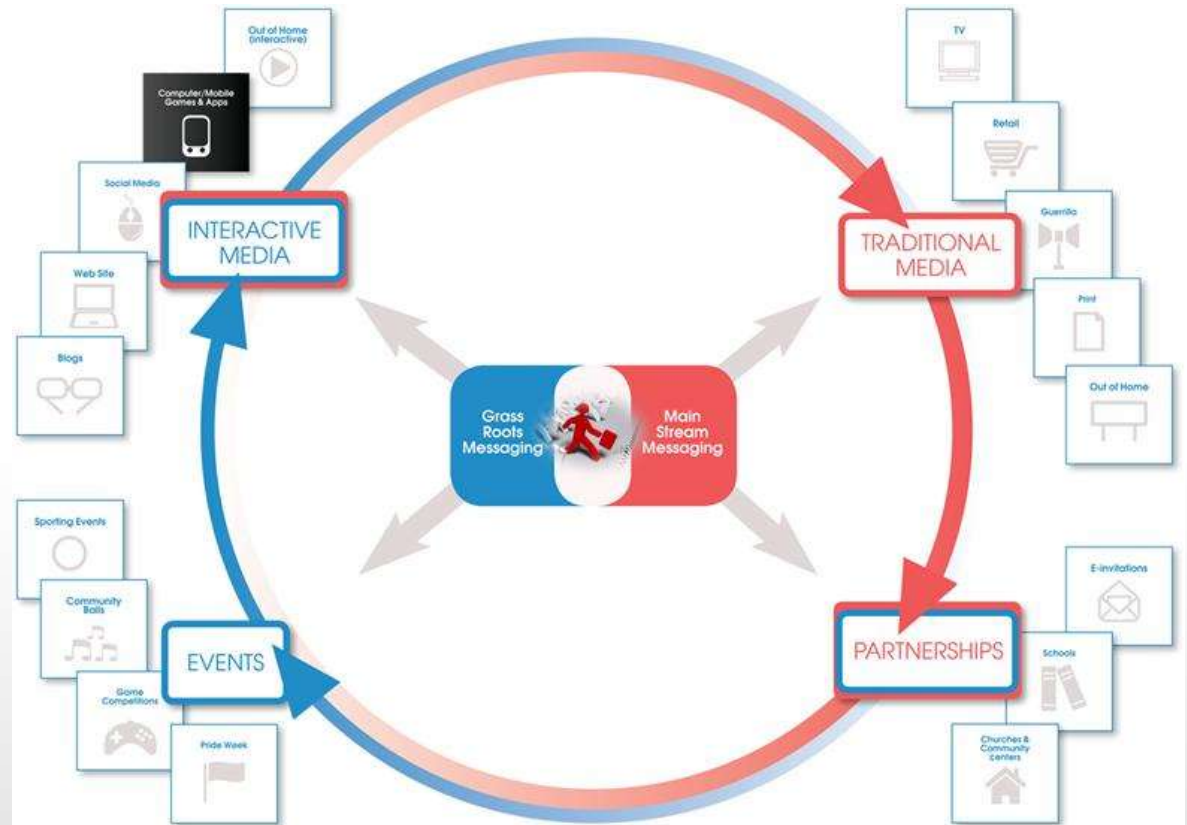
Grand Challenges

- Crowdsourcing excellence
- Customised to your core interests
- Changing the world – one challenge at a time

- Phase One sees federal prizes in a unique way... We believe:
 - Prizes should be leveraged in addition to a portfolio of other actions to meet the strategic objectives of a program and agency.
 - Prizes are a radically new way to approach problem solving for the government—challenge and prize management expertise alone is not enough to succeed in a sustainable way.
 - If you've seen one prize...you've only seen one prize. Thus, each could require unique expertise.
 - Outside partnerships are critical and can be force multipliers.
 - Challenges are almost as much about the community you build as the solution you receive—we believe YOU should own that community.
 - Each agency prize has the potential to be the next best practice.
- We practice that philosophy for both large strategic efforts and tactical implementations with our clients, including:



1. Define Your Audience
2. Research How Best to Reach Your Audience
3. Utilize Appropriate Channels to Maximize ROI





THE COMMON POOL, LLC
INCENTIVE ENGINEERING
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CREDIBILITY & EXPERIENCE: <http://youtu.be/mjULNBc-5ZQ>



GOVERNMENT CONTRACTING VEHICLES:



PROCUREMENT & PROJECT PARTNERS

Grant Thornton

- Mgmt, Org & Business Improvement Svcs (MOBIS)
- Information Technology Services - Schedule 70
- Financial & Business Solutions Services Schedule
- 541-G: Prizes & Challenges (pending)

SAMPLE CLIENT ENGAGEMENTS (PUBLIC PARTNERSHIPS):



U.S. Department of Commerce, Economic Development Administration
 SC2 Challenge, Strategic Economic Transition Planning Prize (\$6.6MM)



William & Flora Hewlett Foundation, PARCC & Smarter Balanced (supporting 44 state agencies)
 Automated Student Assessment Prize (ASAP), Phases 1-3 (\$100K)



The Scottish Government

Office of the First Minister of Scotland, Scottish Development International
 Saltire Prize: "Scotland's Energy Challenge to the World" (£10MM)



UNITED ARAB EMIRATES

Crown Prince's Court of Abu Dhabi, Masdar Corporation (ADFEC)
 The Zayed Future Energy Prize (\$2.5MM)

SERVICE PROVIDER PARTNERSHIPS: LEADING THE FIELD TO DELIVER CUSTOM PRIZE SOLUTIONS



RAMPIT
 CUSTOM PRIZE SOFTWARE SOLUTIONS
WWW.RAMPIT.COM

kaggle
 BIG DATA CHALLENGES



EventQuest™
 PRIZE EVENT PLANNING

OpenEd Solutions



Enterprise Software
competitions



DATA ANALYTICS
& ALGORITHM
challenges

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A PLATFORM FOR INNOVATION

www.topcoder.com



Studio
contests



STEM EDUCATION
initiatives



Utilizing Schedule 541 and SIN 541-4G

- FAR 8.4 deals with purchase of commercial supplies/services on Schedule
- Buying off MAS Schedules saves time and money for all parties
 - Acquisition Planning
 - Minimal Documentation
- Schedules vs. Open Market (non schedule)
- MAS Contractor requirements
- GSA Advantage On-Line shopping tool
- GSA eBuy
- For a list of 541 4G awarded contractors, please visit the GSA eLibrary at:
<http://www.gsaelibrary.gsa.gov/ElibMain/sinDetails.do?executeQuery=YES&scheduleNumber=541&flag=&filter=&specialItemNumber=541+4G>
- Contact information: Kevin Mitchell kevin.mitchell@gsa.gov or 817-850-8101

Did we run out of time for your question?

Contact:

- Tammi : tammi.marcoullier@gsa.gov, or
- Karen : karen.trebon@gsa.gov, 202-501-1802

We will work with vendors to gather one pagers/fact sheets from each company.

Link to schedule <http://go.usa.gov/5hl>

This webinar was recorded and will be available as training on demand.

<http://www.howto.gov/training/on-demand>

Speaker email addresses

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