



# **CLEANTECH**

## **BULGARIA**

Management : Networking : Communication



# What is the Cleantech Innovation Challenge?

**Cleantech Innovation Challenge** allows companies to solve the most challenging **Cleantech tasks** by tapping into the expertise of a **global community** of **experts** and **innovators**

## Web 2.0



## Crowdsourcing



## Cleantech





## How Does it Work?

Cleantech Bulgaria supports organisations throughout the life-cycle of the challenge as well as providing a platform to reach out to a wide community of challenge solvers

- Organisations **formulate** and **post** an innovation challenge on Cleantech Bulgaria platform ([www.cleantech.bg](http://www.cleantech.bg))
- Cleantech Bulgaria **promotes the challenge** reaching out to a **global community** of Cleantech experts, innovators and organisations
- Cleantech experts and innovators (Solvers) submit their **innovative solutions** addressing the challenge
- **Best submissions** are selected and **cash award** paid if the solution provided satisfies requirements
- Comprehensive **Intellectual Property protection** provided to seeker organisation



# Open Innovation – Proven Methodology

“Tap the wisdom of the crowds”: The Innovation Challenge is based on a proven methodology, first introduced by Eli Lilly and Innocentive in 2001

## Innovation Seekers



- Formulation of the problem



- Problem promoted to a global network of experts



- Best solutions selected and cash award paid

## Challenge Solvers



- Browse live challenges



- Join project room, set-up team to solve challenge



- Earn cash and reputation by solving challenges



# Service Packages

Innovation Challenges support Cleantech entrepreneurs, innovators and companies throughout the entire business life-cycle

 **Idea**  
Challenge

Connect with experts and innovators around the world to get **groundbreaking ideas** for your cleantech business or product

 **R&D**  
Challenge

Tap into a global network of experts that can help you crack the most complex **technical challenges** at a **fraction of the cost**

 **RFP**  
Challenge

Find solutions or expertise by outsourcing to **top suppliers** or **consultants** within the network that will bid for your job

 **HR**  
Challenge

Fill critical **Cleantech job vacancies** or find **top advisory board professionals** for your Cleantech start-up

 **Start-up**  
Challenge

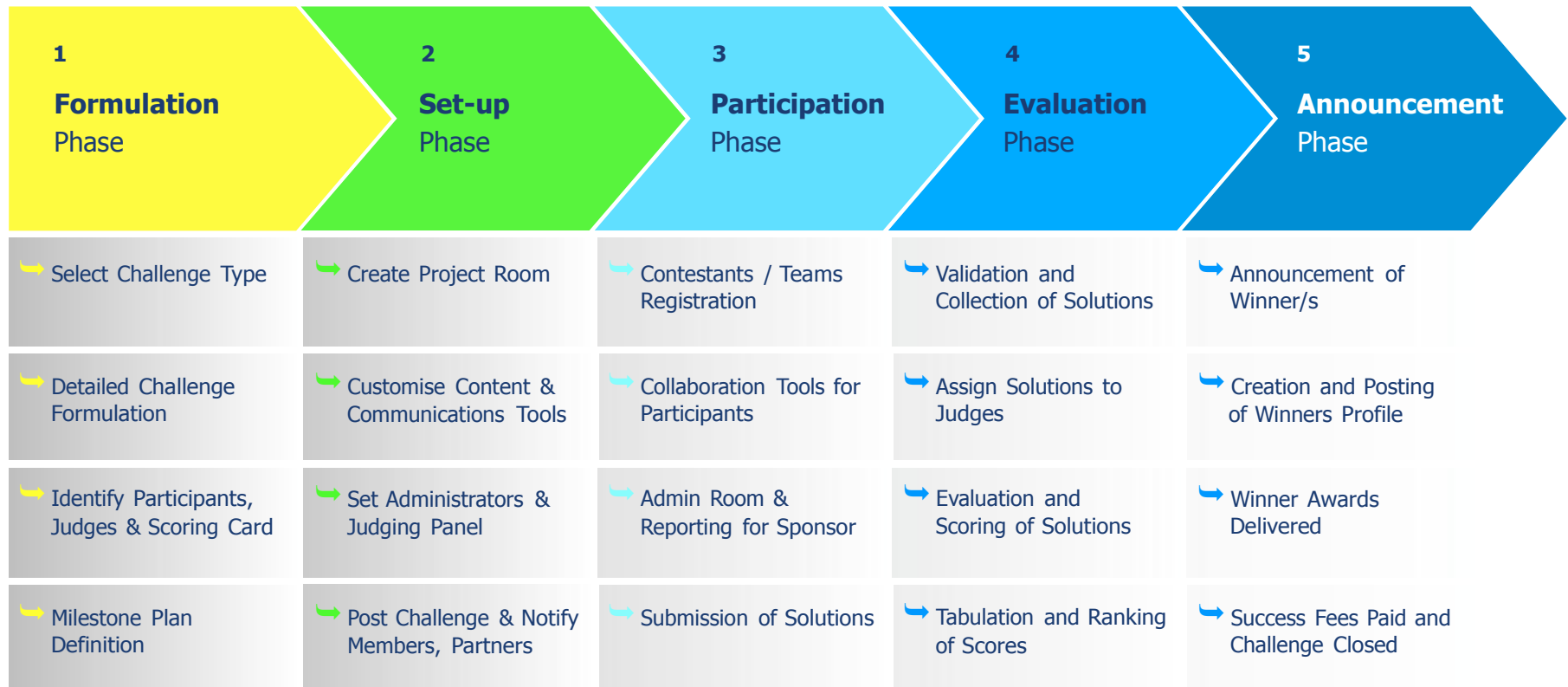
Sponsor or create **entrepreneurial competitions** to find next-generation **cleantech entrepreneurs** around the world



# The Innovation Challenge Approach



Cleantech Bulgaria has a **proven methodology** and a state of the art **platform** to **support your organisation** throughout the **entire challenge life-cycle**





 Optional Services

## What do We Offer?

Service Offered	Description	Type
<ul style="list-style-type: none"><li>• <b>Challenge Formulation &amp; Set-up</b></li></ul>	<ul style="list-style-type: none"><li>• Support in setting up challenge and project room, promotional launch activities</li></ul>	<ul style="list-style-type: none"><li>• REQUIRED</li></ul>
<ul style="list-style-type: none"><li>• <b>Challenge Consulting</b></li></ul>	<ul style="list-style-type: none"><li>• Detailed support in the challenge formulation as well as the admin and community management</li></ul>	<ul style="list-style-type: none"><li>• OPTIONAL</li></ul>
<ul style="list-style-type: none"><li>• <b>Challenge Marketing</b></li></ul>	<ul style="list-style-type: none"><li>• Generate additional awareness through a combination of banner ads, social media and PR campaigns</li></ul>	<ul style="list-style-type: none"><li>• OPTIONAL</li></ul>
<ul style="list-style-type: none"><li>• <b>Basic Submissions Evaluation</b></li></ul>	<ul style="list-style-type: none"><li>• Pre-screening of solutions, allocation to judges, tabulation of results, reporting and award payment</li></ul>	<ul style="list-style-type: none"><li>• OPTIONAL</li></ul>
<ul style="list-style-type: none"><li>• <b>Expert Submissions Evaluation</b></li></ul>	<ul style="list-style-type: none"><li>• Dedicated expert resources to support seeker in solutions evaluation and selection</li></ul>	<ul style="list-style-type: none"><li>• OPTIONAL</li></ul>
<ul style="list-style-type: none"><li>• <b>Additional Consulting Work</b></li></ul>	<ul style="list-style-type: none"><li>• Ad hoc consulting work</li></ul>	<ul style="list-style-type: none"><li>• OPTIONAL</li></ul>



# How Much Does it Cost?

Cleantech Bulgaria Innovation Challenges are a risk free investment with a guaranteed return

- A **Set-up fee** charged for the support to help organisations all the way from formulation of the challenge to set- up of the dedicated project room
- A **Success fee\*** (% of the cash award for any given challenge) paid **only if a successful solution is selected** by seeker organisation
- Additional Services are optional and charged separately

## Case Study



- Mabawa is a Swiss NGO that was looking for **innovative 'off-grid' solutions** to electrify a village in Rwanda
- A project was set-up with a **cash award of \$2,500**
- **90 experts** and **innovators** from **25 different countries** registered to the challenge **and 20 solutions** were submitted
- **3 winners** were selected and the project is now being implemented.

\*Only applies to R&D, RFP and HR Challenges





## Case Study: Rwanda Rural Electrification Challenge

### SEEKER ORGANIZATION



Switzerland, non-profit



### THE CHALLENGE

Innovative solutions to electrify a village in rural Rwanda

Cash Award:

**£5,000**

### PARTICIPATION

- 90 registered expert solvers
- 25 different countries
- 20 solutions submitted

### THE OUTCOME

**3 Winners Selected**  
(Implementation Phase)



## Case Study: The Green Illumination Challenge

### SEEKER ORGANIZATION



Italy, Industrial



### THE CHALLENGE

Partners to develop innovative, energy efficient LED-based solutions

Cash Award:

**\$10,000**

### PARTICIPATION

- 60 registered expert solvers
- 18 different countries
- 10 solutions submitted

### THE OUTCOME

**3 Partners Selected**



## Case Study: The CO2 Offsetting Challenge

### SEEKER ORGANIZATION



Switzerland, non-profit



### THE CHALLENGE

Innovative approaches to secure and expand the global sourcing of carbon offsetting projects

Cash Award:

**\$5,000**

### PARTICIPATION

- 90 registered expert solvers
- 23 different countries
- 25 solutions submitted

### THE OUTCOME

**2 Winners Selected**  
(Implementation Phase)



## Case Study: The University Cleantech Challenge

### SEEKER ORGANIZATION



UK, London Business School



### THE CHALLENGE

Groundbreaking Cleantech ideas  
from concept to funding

Cash Award:

**£5,000**

### PARTICIPATION

- 225 participants
- 30 biz & engineering schools
- 80 solutions submitted

### THE OUTCOME

**15 ideas selected for boot  
camp finals in London**



## About Cleantech Bulgaria

Cleantech Bulgaria is an online **professional community** and **marketplace** entirely focused on **Cleantech innovation**

- The first open innovation platform in Bulgaria entirely focused on clean technologies
- A platform that leverages the power of the Internet to bring together the global clean tech community
- A team of people passionate about technology and the well-being of our planet



## Launch your Innovation Challenge!

To learn more about our service offering  
and launch your own Innovation Challenge  
please contact us at:

[info@cleantech.bg](mailto:info@cleantech.bg)

The Cleantech Bulgaria Team