



Crowdsourcing Ideas

LEVERAGING
IDEA
CROWDSOURCING
NEW OPPORTUNITY SPACERANGE
LEVERAGE ORGANIZATIONAL
DIVERSITY
CHRISMA JACKSON

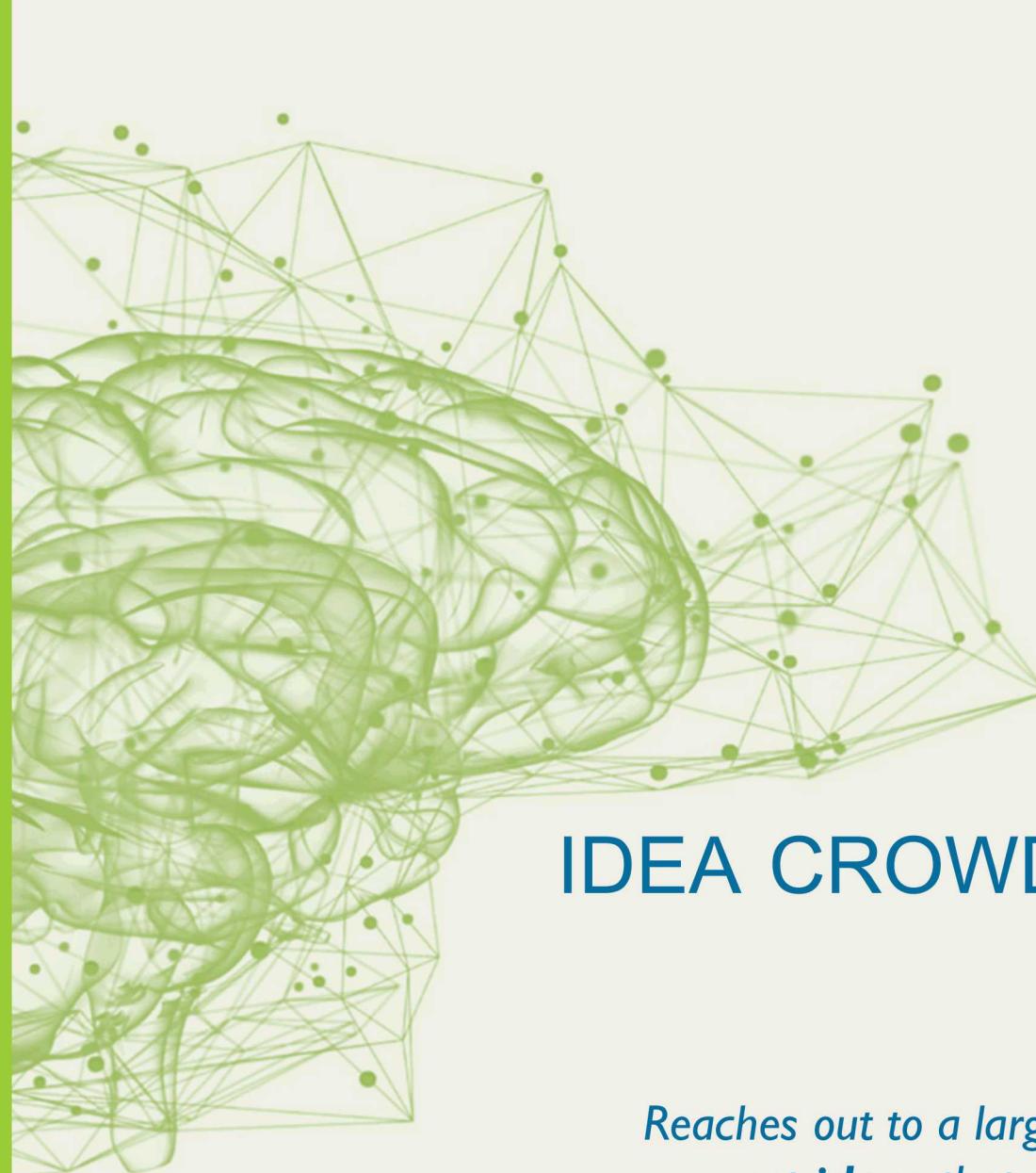
SANDIA NATIONAL LABS



How do we
SHARE
INNOVATION
in a **closed**
environment?

crowd · sourc · ing

/'krōd, sôrs ING/
noun:
the practice of obtaining information or input into a task or project by enlisting the services of a large number of people, either paid or unpaid, typically via the Internet



IDEA CROWDSOURCING

*Reaches out to a large network of people for great **ideas** that serve a mission/purpose.*



“...All technology starts as a spark in

someone's brain.

An idea of something that didn't exist before, that once they have invented it — brought it into existence — could change everything. And that activity is generally one that's not very well supported.”

NATHAN MYHRVOLD

2010 HBR Interview

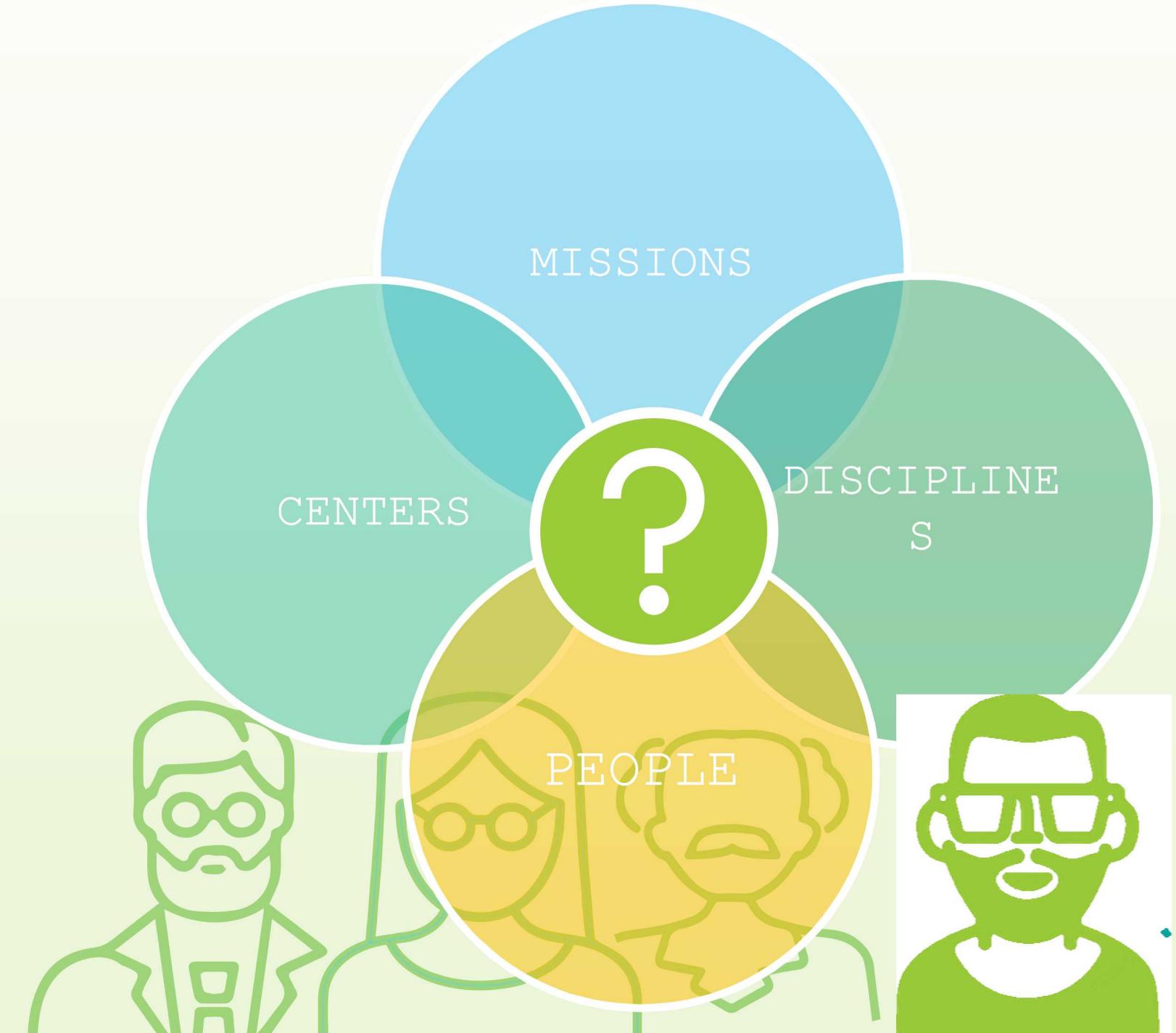
PERCEPTION



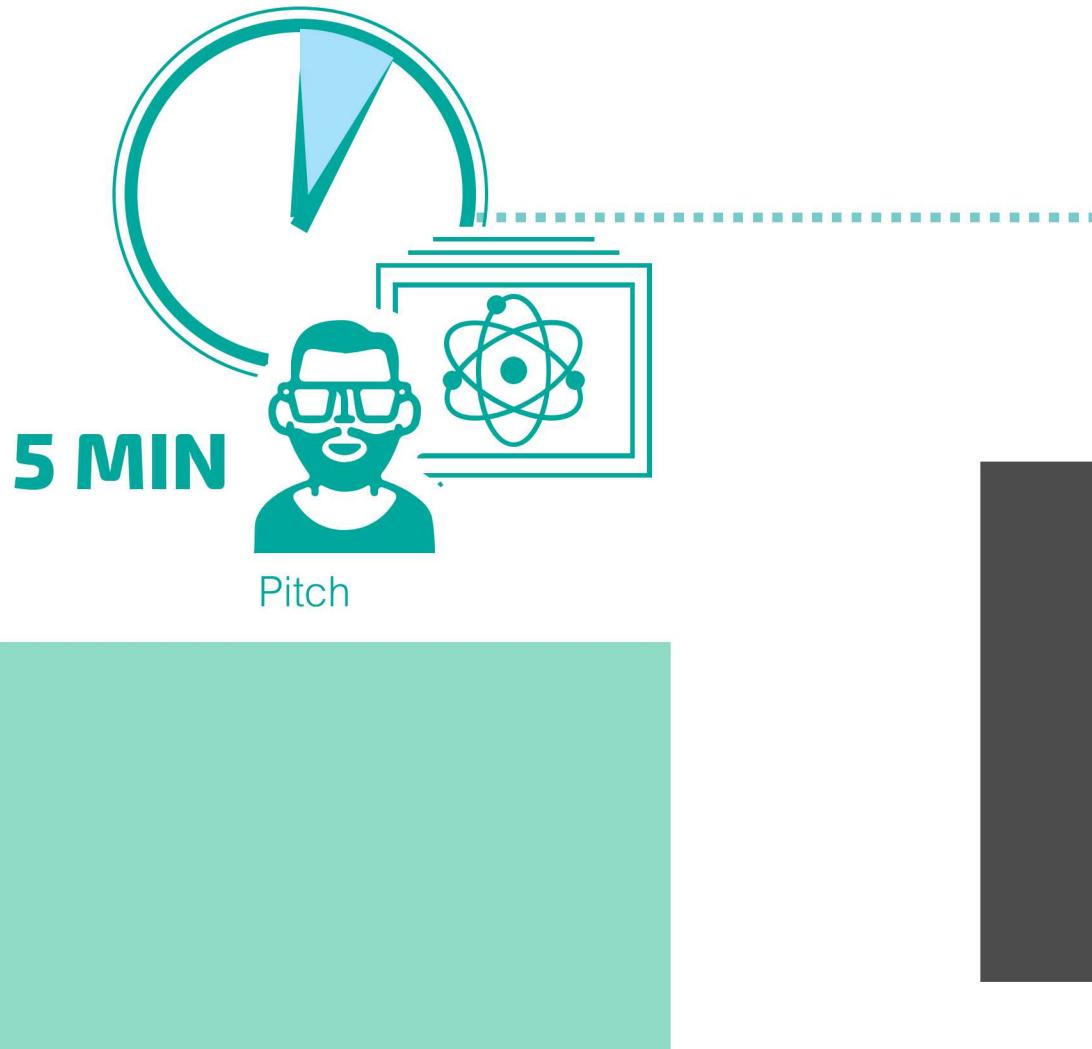
A NEW REALITY



How do we encourage
understanding?



HOW IT WORKS

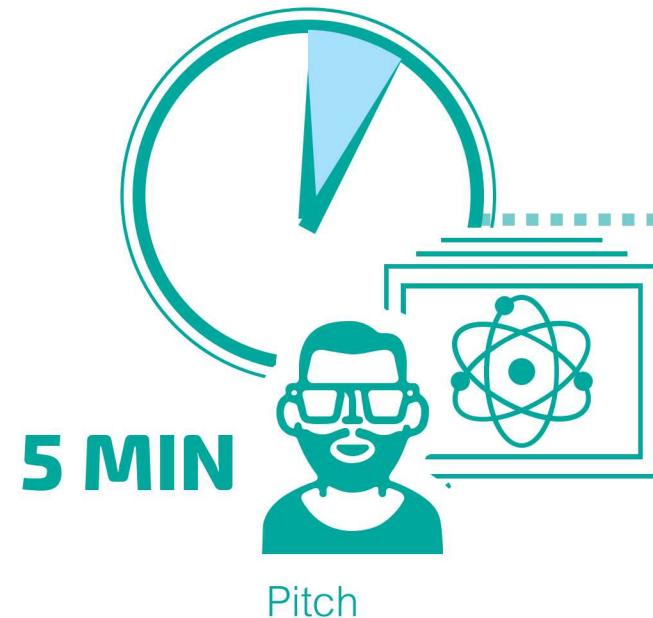


“Idea Crowdsourcing fills a funding gap needed by embryonic ideas”

– PRESENTER

Quick Turnaround Fosters
Innovation

HOW IT WORKS



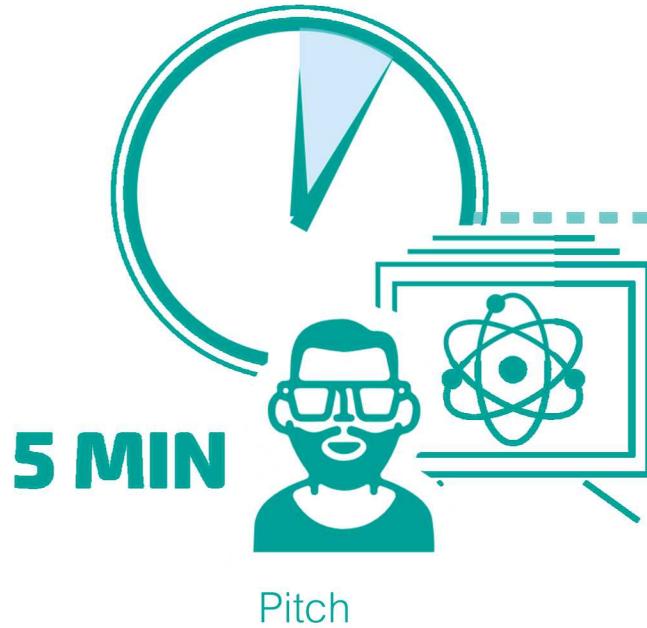
“Placing interesting, innovative ideas on life support” while lowering the bar for entry and the fear of failure. Ideas do not have to be perfectly formed.”



- SME COMMITTEE MEMBER

Embryonic Ideas allowed to germinate!

HOW IT WORKS



5 MIN

Pitch



10 MIN

Discussion with SMEs



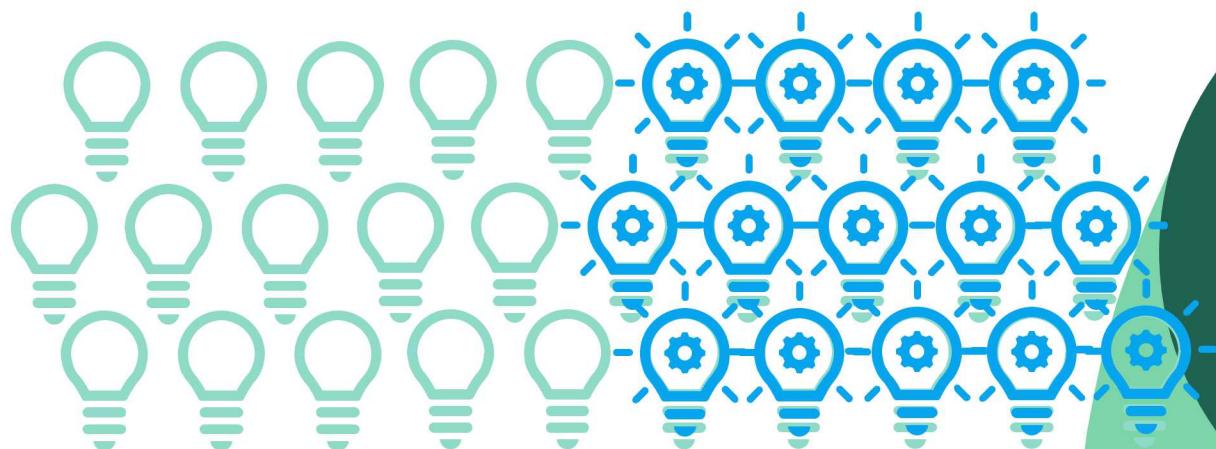
6-8 WEEKS

Complete Deliverable

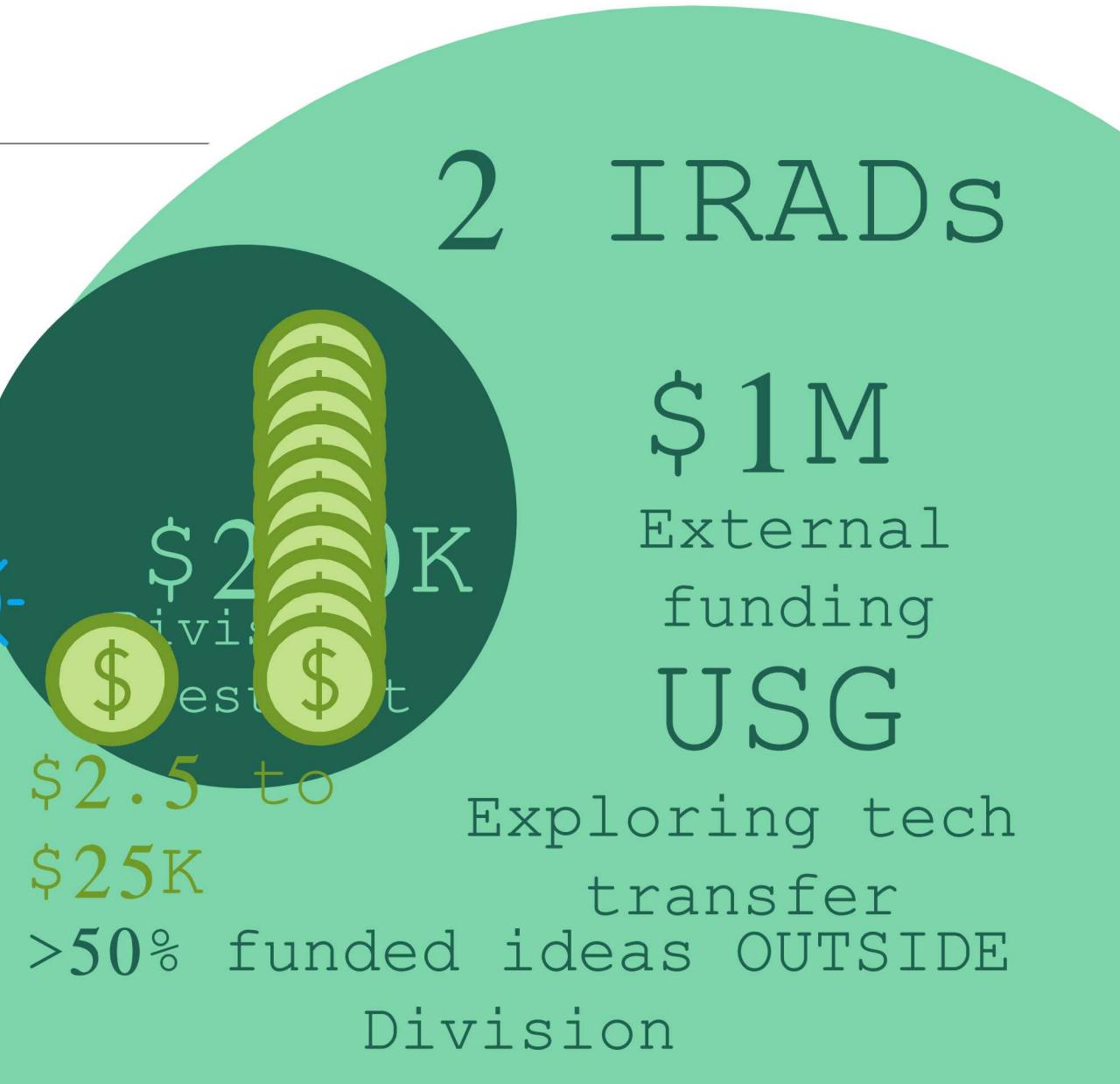
"If my idea doesn't pan out, I find out very early on, with little time invested."

— PRESENTER

ROI



19 FUNDED



Crowdsourcing Bridges Creativity and Innovation



“...a filter to mold ideas that may have big impact but need mission reality...”



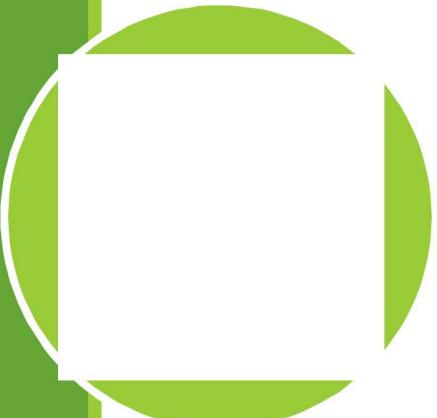
Crowdsourcing
Promotes Belief in
Ideas



Open Communication, Diversity of Ideas

ENCOURAGE UNDERSTANDING BETWEEN DISCIPLINES,
CENTERS, MISSIONS, AND PEOPLE.

Idea Crowdsource Presenter



\$20,000 funding | 8 weeks

“...to pitch an idea quickly to a committee, without a lot of time commitment or effort expended in creating elaborate slides or a lengthy document...helped answer questions and tailor the idea for greater impact with sponsors.”

Early Career Crowdsource Presenter

“...I had an idea in data analytics...but I was sufficiently **separated from the mission area** so that I didn’t know how exactly it could provide benefit. Similarly, the **committee members** were not experts in data analytics, so they **did not at first understand my idea** or how it could help their mission area...”

\$10K crowdsource
funding

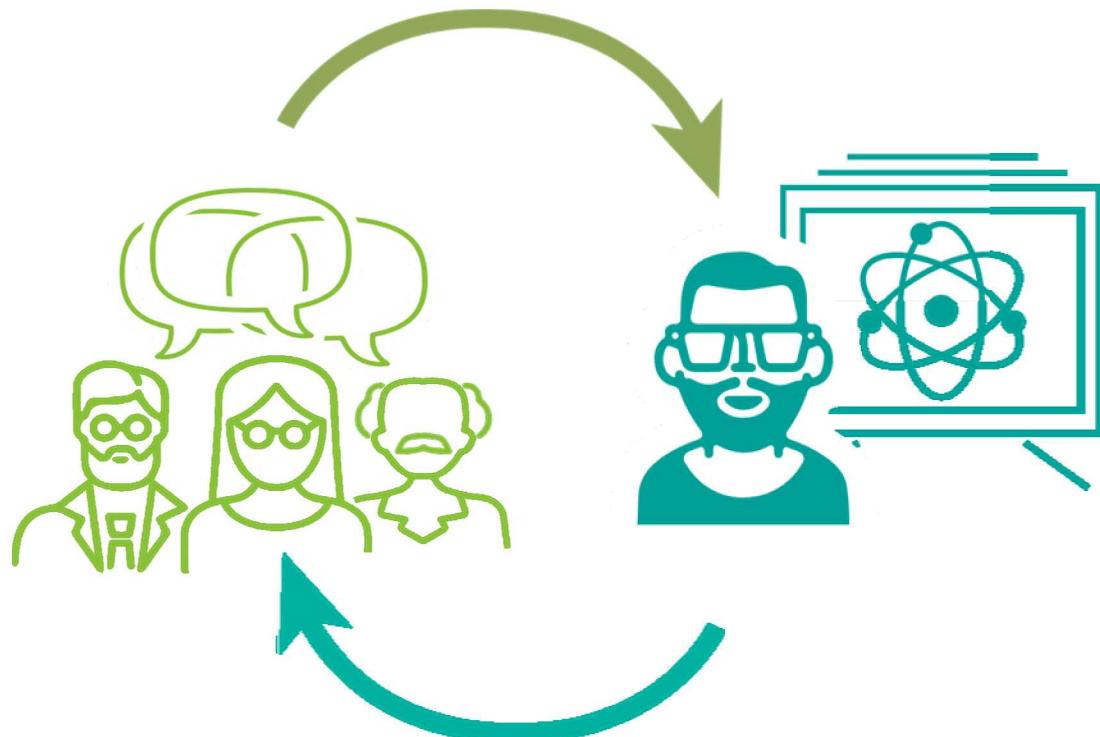
Crucial Feedback Fosters Better Ideas



“I know you’re speaking English, but I did not understand a word you just said.”

SNL Fellow

Key Take Home Points



1. Creating the opportunity space to blend minds to inspire new ideas – SMEs and New Hires
2. Inspiring minds across the labs to develop solutions to the nations toughest problems.
3. Solutions planted seeds for Internal R&D, external investments and tech transition opportunities.

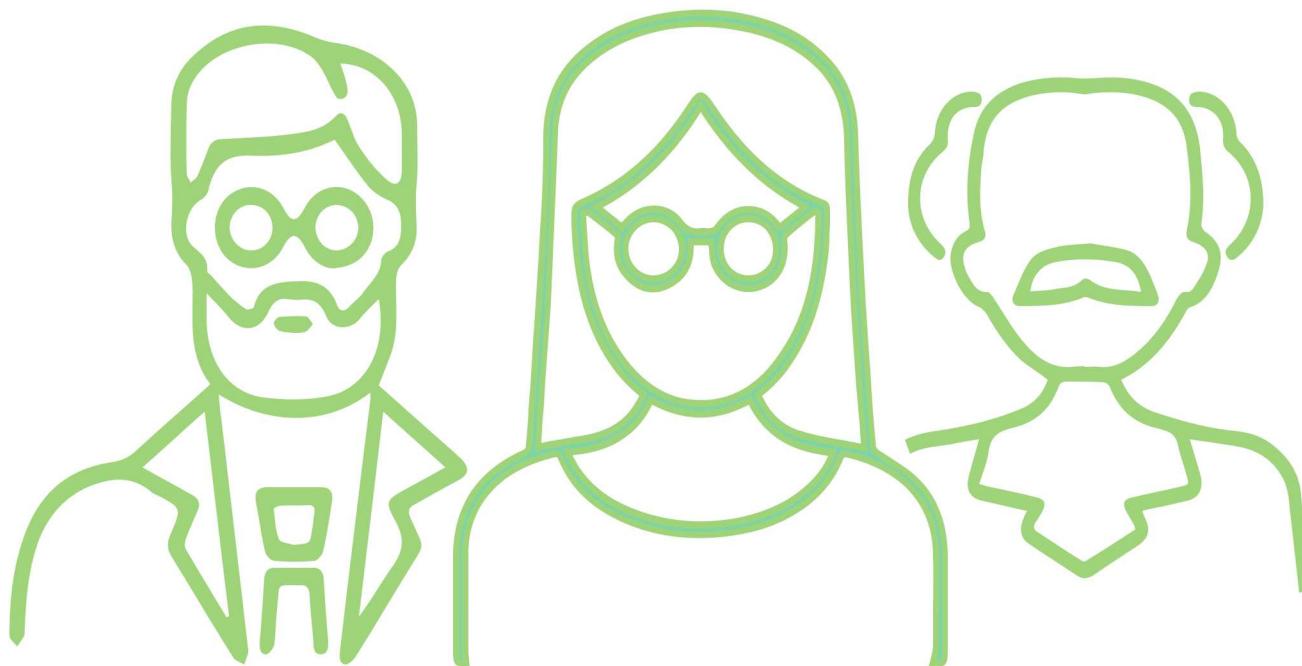
Creativity is
thinking up new
things. Innovation
is doing new
things.

– Theodore
Levitt



Crowdsource Idea Team SNL

ACKNOWLEDGEMENTS



CORE TEAM

SME TEAM

CROWDSOURCE IDEA
SOURCE