



Looking for a way to attract highly qualified and experienced participants to your innovation program?



## How Could Solver Scouting™ Benefit You?

Look no further than Solver Scouting™ from Blue Globe Innovation.

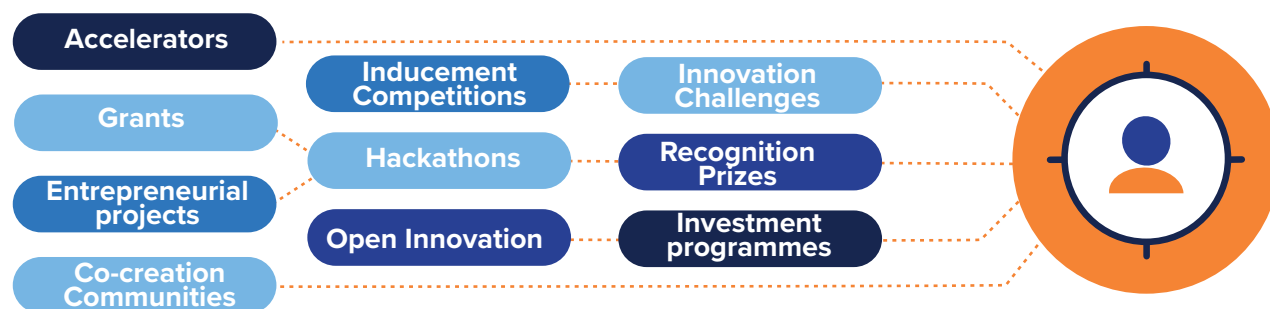
Our team has a decade of experience working with a wide range of innovation programs, and we've developed Solver Scouting™ as a value-for-money service designed to help you reach higher-quality participants, which we refer to as "solvers"—than ever before.

Our approach is innovative and highly targeted, attracting unique and specialized participants who are sure to ensure your program's success.

**Solver Scouting™ is the solution for you if you would like to:**

- Increase the quality and number of participants
- Reach the "hidden" participants left out of traditional marketing calls
- Strive for a more efficient, effective, and productive challenge marketing process
- Reach thousands of potential innovators through our AI-powered system that detects the most relevant experts, groups and communities for your programme or challenge.

**Solver Scouting™ can be used for:**



Each Solver Scouting™ process is unique, creating a custom community for your programme. Using machine learning processes and algorithms and a state-of-the-art CRM system, our team supports eight languages across 150 countries, offering clients a unique multilingual outreach to connect with appropriate and viable participants.

Our Solver Scouting services are quick to adapt to new developments, as our outreach strategies work in integration with AI technologies to detect and engage with innovators from a range of groups, communities and regions across the globe.

Blue Globe Innovation's team will support your programme with kick-off meetings, regular check-ins, and weekly reports. We cater your solution to your specific needs and will develop a strategy that works best for your programme. No need to worry, and there is always room to pivot and adapt to last-minute changes or external events.

Our flexible team will easily accommodate any changes and advances within your programme.

In addition to using Solver Scouting™ to find participants, clients have used it to source stakeholders such as **Mentors, Judges and Partners**.

## Blue Globe Solver Scouting™ Success Stories

Over the past several years, Blue Globe Innovation has successfully provided Solver Scouting™ services to more than thirty innovation programs and diverse clients, including private businesses, not-for-profit organizations, multinational corporations, and others. We transcend geographical and linguistic barriers by combining effective marketing strategies with on-site outreach efforts. Our rigorous research-based principles and outstanding conversion rates make Solver Scouting™ the ultimate solution for achieving success in your challenges.



### Biomass Combustion Additive Challenge

With a strong technical focus, this point solution challenge presented an opportunity to develop a STEM-focused outreach. Blue Globe's Solver Scouting™ efforts drove significant engagement with the challenge, with **80% of participants who submitted a solution to the challenge directly through our scouting process**.



### Carbon Zero Grand Challenge

Focusing on achieving Singapore's carbon-zero goals, this challenge received substantial feedback and responses from Blue Globe innovation's Solver Scouting™ solutions, **allowing the challenge team to pivot their approach** to reach the most ideal solvers.



### Afri-Plastics Challenge

This innovation challenge was dedicated to addressing marine plastic pollution in Sub-Saharan Africa. As part of a larger marketing effort with multiple partners, Blue Globe's Solver Scouting™ **delivered hundreds of participants** demonstrating the power of direct scouting both on-the-ground and localised online engagement.



### Big Education Challenge

This £1m prize fund was launched with the aim of detecting innovative ideas that could potentially transform education and learning in the UK. As a result of Blue Globe's Solver Scouting™ efforts, the challenge **received over 1,000 registrations and 280 submissions from innovators ranging from 18 to 80 years old** across the UK.



### Mombasa Plastics Prize

Working in collaboration with Challenge Works, Blue Globe's Solver Scouting™ solutions were used to draw the **most relevant innovators** in Mombasa County with potential ideas and solutions that could address the issue of plastic waste mismanagement in informal settlements.

**#solverscouting**

To find out more about Solver Scouting™ or receive a quote for your challenge(s), don't hesitate to contact **Jonty Slater, Blue Globe MD, or Elif Durmus, Solver Scouting Partnerships Manager**, at [info@blueglobeinnovation.com](mailto:info@blueglobeinnovation.com).