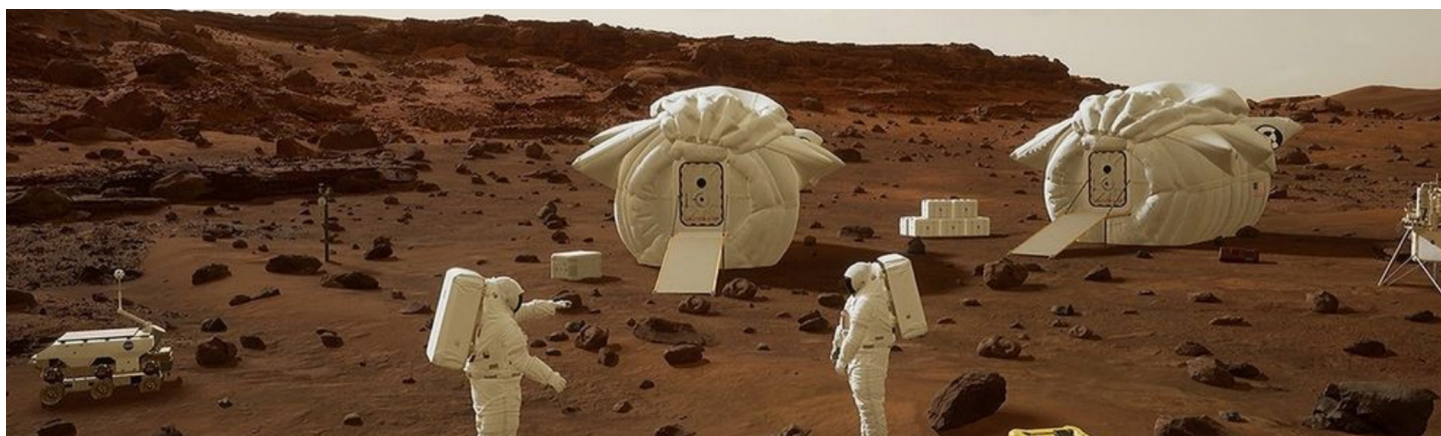




BLUE GLOBE
INNOVATION CONSULTANTS

Speak to the Blue Globe Innovation Team -
please email info@blueglobeinnovation.com to find out more.

NASA VR Challenge



THE CHALLENGE

In partnership with HeroX, Blue Globe Innovation delivered its targeted outreach services for the NASA MarsXR Challenge, through the use of Solver Scouting™ services. This opportunity was presented on behalf of NASA, Buendea, and Epic Games, and was seeking Unreal Engine developers to build VR simulations of activities related to early human exploration of Mars. With a \$70,000 reward, this challenge was a significant display of Blue Globe's Solver Scouting™ services.

BLUE GLOBE'S APPROACH & STRATEGY

Blue Globe conducted their Solver Scouting™ service to seek and identify the most relevant solvers with the abilities to pursue this challenge. More significantly, Blue Globe streamlined its outreach services through an approach that would identify experts that wouldn't have been identified through traditional marketing efforts.

OVERALL RESULTS

As a result of the Solver Scouting™ outreach efforts, Blue Globe was able to detect up to 700 of the most relevant solvers that would be able to undertake this challenge, with a wide range of engagement from across the globe. This was further maintained through regular dialogue with the queries of engaged solvers, which attributed towards the success of Solver Scouting™, and its ability to expand its engagement with experts from a wide range of geographical locations.