

OPEN INNOVATION CHALLENGE ON WEB START-UPS

The OpenIDEO Community
& the European Commission
June, 2012



THIS REPORT

- **The European Commission sponsored a challenge on OpenIDEO in order to increase awareness of and solutions for difficulties for web entrepreneurs in Europe.**

This booklet captures the process and results of an open innovation challenge sponsored by the European Commission using the *OpenIDEO* platform.

You shared your imagination with us. We gained new insight from your smart ideas about reinvigorating the environment for web entrepreneurship. After reviewing the impressive number of design inspirations and concepts, we chose ten winning concepts and ten honourable mentions. The EC is committed to supporting bringing many of these to life.

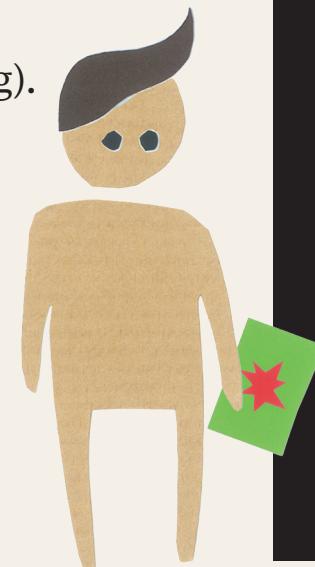
THE CHALLENGE

“How might we support web entrepreneurs in launching and growing sustainable global businesses?”

WEB ENTREPRENEURSHIP

► WHAT IS WEB ENTREPRENEURSHIP?

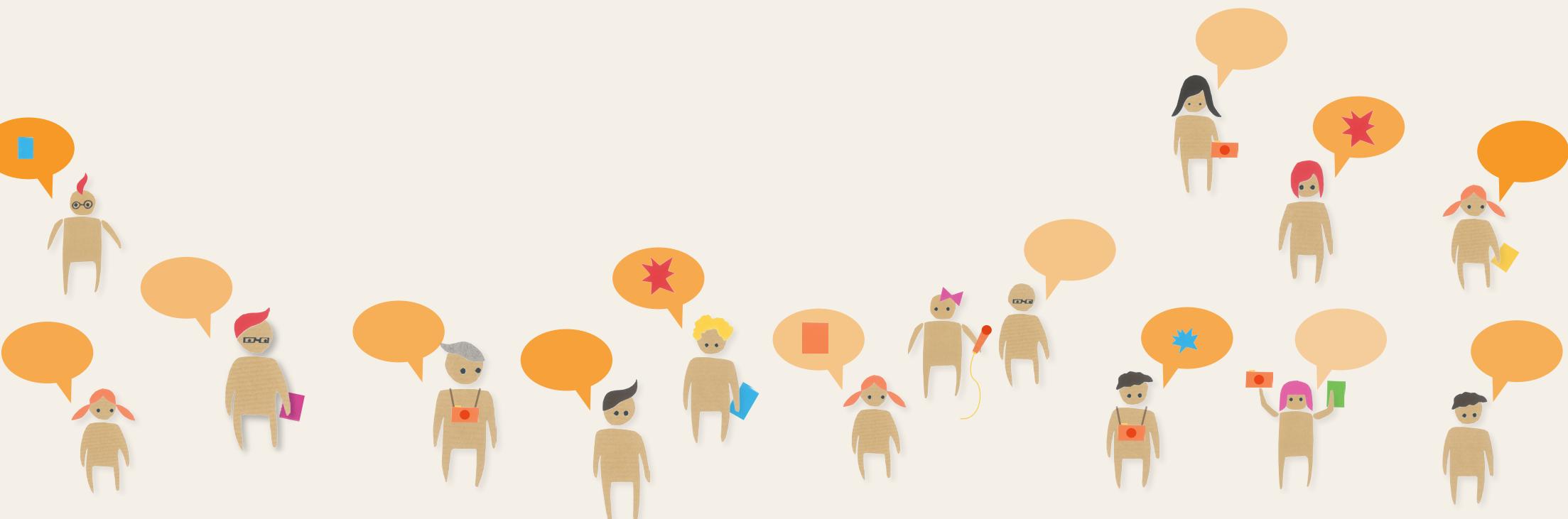
Any start-up for which the web is a fundamental part of its offering (think Spotify, Facebook, Angry Birds and Xing).



► WHY WEB ENTREPRENEURSHIP?

As our world becomes increasingly interconnected, web and digital technologies are making it possible for cultures, industries, and people to collaborate and partner in new ways. And web entrepreneurship – with its emphasis on innovation and growth – can provide the spark that's needed to ignite new economic and societal vibrancy. Brought together, web entrepreneurship represents a timely and relevant opportunity area for our global economy.

OPEN IDEO IS AN OPEN INNOVATION
PLATFORM ON WHICH A GLOBAL COMMUNITY
OF OVER 34,000 SOLVES BIG CHALLENGES FOR
SOCIAL GOOD.



OpenIDEO - How might we s X

www.openideo.com/open/web-start-up/brief.html

Challenges Field Notes Community About Us How It Works User Forums

New here? Sign up! or Login f Connect

Open innovation with IDEO

Where people design better, together BETA

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How might we support web entrepreneurs in launching and growing sustainable global businesses?

APPLAUSE 163 final concepts REFINEMENT 20 final concepts EVALUATION 20 final concepts WINNING CONCEPTS Announced! REALISATION Ongoing

Congratulations to all our contributors!

Check out the impact stories!

Learn more

- Q&A with European Commission →
- Concepting Tips →
- Brainstorm in a Box →
- Using Themes for Concepting →
- Refining the Top 20 →
- Digital Agenda Assembly →

Challenge Brief

Web entrepreneurship is emerging as a key building block for economies globally. Against a backdrop of challenging financial landscapes, increased adoption of technology is providing opportunities to connect, co-ordinate and catalyse. In this OpenIDEO challenge, the European Commission's Digital Agenda Assembly is looking for help identifying ways to improve the environment for online start-ups.



Sponsored by:
European Commission

Challenge Start Date:
March 13, 2012, 10:00AM

Challenge End Date:
June 18, 2013, 05:00PM

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THE CHALLENGE JOURNEY



In the *inspiration* phase, we asked the *community* to help shape the challenge by telling us about issues that matter to them. Drawing on these inspirations, we began the *concepting* phase, in which people shared concepts to address the challenge. These ideas were then built upon and *refined by community* members and our advisory panel. We then moved to the *evaluation* phase, during which the community, the advisory panel and the EC helped to determine the final concepts. Collaboration occurred through commenting and building upon the work of others.

THE CHALLENGE JOURNEY: INSPIRATION

INSPIRATION
365 inspirations

CONCEPTING
163 concepts

APPLAUSE
163 final concepts

REFINEMENT
20 final concepts

EVALUATION
20 final concepts

WINNING CONCEPTS
Announced!

REALISATION
Ongoing



Before imagining new solutions, we sought broad inspiration from around the world. As challenge participants, you posted insightful comments and added interesting stories, videos, photos, articles, sketches, and anything else that might help the community think differently. You also applauded the work of others—and built upon one another's contributions. All posts were tagged to make them searchable in the future. We received 366 inspirations during the inspiration phase. A few examples follow.



THE CHALLENGE JOURNEY: INSPIRATION

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INSPIRATION 365 inspirations **CONCEPTING** 163 concepts **APPLAUSE** 163 final concepts **REFINEMENT** 20 final concepts **EVALUATION** 20 final concepts

Support

MISSION #1 Stories of Support
Tell us about the organisations, resources and initiatives that support start-up development. [Find out more...](#)

MISSION #2 Day in the Life of a Start-up
Let's get active and learn about what it's like to run a start-up. [Find out more...](#)

MISSION #3 Learn from Analogies
How can analogies from other settings inform our learning about start-ups? [Find out more...](#)

MISSION #4

Inspiration back to list ▲ 270 of 365 inspirations ▼

Surprise Us [Find out more...](#) MISSION #5

Get kids coding younger and failing earlier - Raspberry Pi

The Raspberry Pi is a cheap computer which kids can use to learn programming, and will help train the next generation of web hackers.



Submitted by: **Daniel Townsend**
March 15, 2012
09:19AM

722 views
16 comments
20 applause

[Applaud this](#) [Bookmark](#)

Share this inspiration

[Recommend](#) [+1](#) 0 [Tweet this](#) [Email to friends](#) [Share](#)

How do we encourage the next generation of web entrepreneurs to get started young?

Raspberry Pi is a cheap computer which kids can use to learn programming. It helps instill a hacker mentality, which is essential for building the next killer web apps.

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THE CHALLENGE JOURNEY: INSPIRATION

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INSPIRATION 365 inspirations	CONCEPTING 163 concepts	APPLAUSE 163 final concepts	REFINEMENT 20 final concepts	EVALUATION 20 final concepts
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MISSION #3 Learn from Analogies
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MISSION #4

Inspiration back to list ▲ 322 of 365 inspirations ▼

hackfwd - a platform for EU start ups designed by IDEO

We're experienced tech entrepreneurs looking to support and invest in Europe's most passionate geeks. We're a pre-seed investment company designed to enable great people to launch great ideas. A project that was designed by Hinrichs with IDEO.

HackFwd Introduction Share More info

FOCUS ON YOUR PASSION

260 views 0 comments 9 applause

Submitted by: **Stefan Ritter** March 13, 2012 06:14PM

Applaud this Bookmark

Share this inspiration

Recommend 0 Tweet this Email to friends Share

hackfwd-introduction 0:00 / 3:30 YouTube

<http://www.ideo.com/work/hackfwd/>

Hinrichs asked IDEO to help turn his vision into reality. Together, they set out to design the business from scratch. IDEO immediately assigned a European-led global

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THE CHALLENGE JOURNEY: CONCEPTING



The community came up with **163 concepts**. These were specific ways to create a more robust European environment for web start-ups. During this phase, we asked people to consider the following themes: support tools, breaking down barriers, workspaces, celebrating start-ups, connecting talent, untapped people potential, and funding and incentives.

The community, the Advisory Panel and the EC examined the concepts and shortlisted 20 of them for final evaluation. The Advisory Panel narrowed the field of concepts by considering each idea's true potential, the volume of applause received, and the related comments from the community's other members.

Collaboration was encouraged. Following are a couple of collaboration maps for some of the concepts.

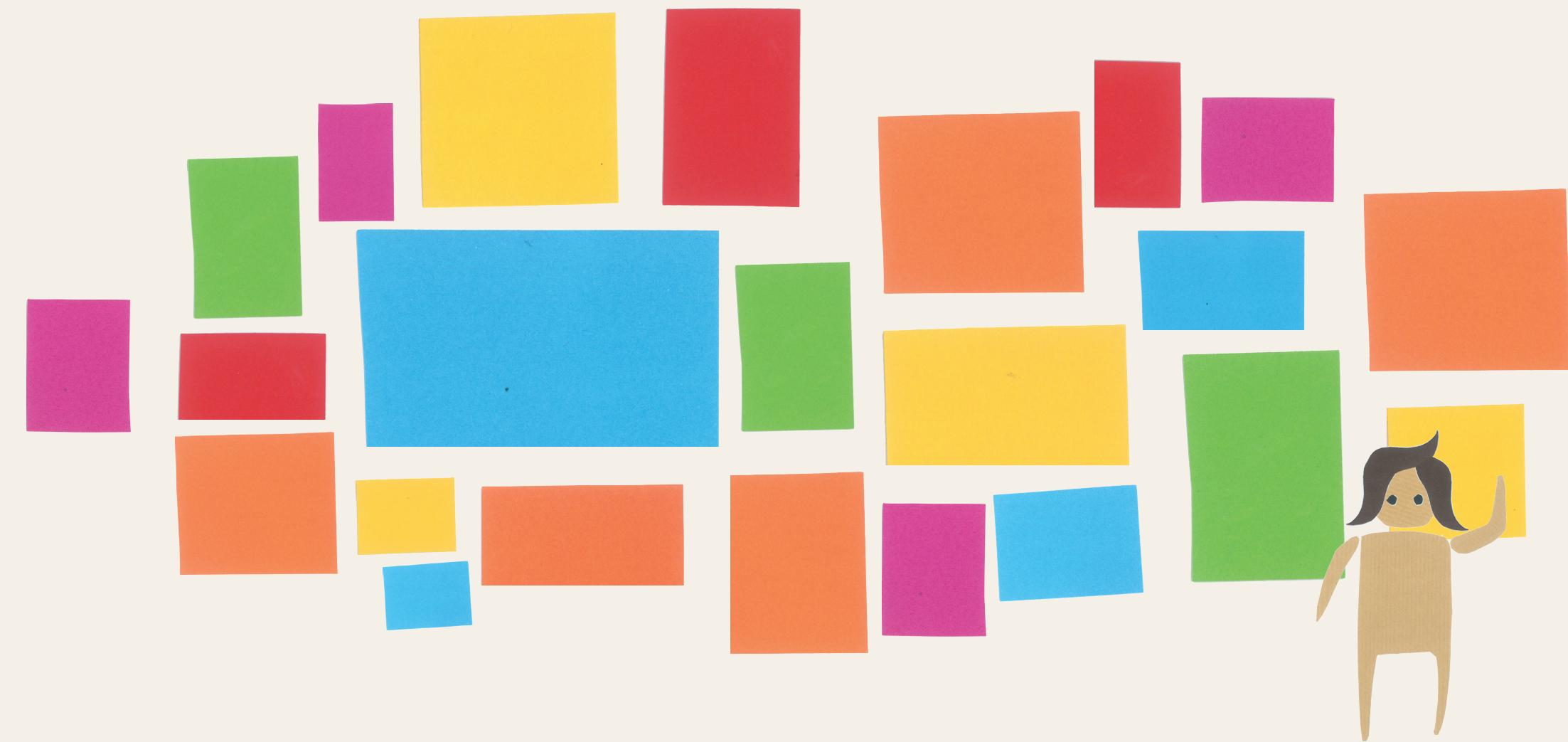
THE CHALLENGE JOURNEY: WINNING CONCEPTS



Based on the evaluation results from the OpenIDEO community, the Advisory Panel and the EC then selected the top ten concepts, based on both the depth of the need each addressed and the strength of the concept.

Following are the main themes we saw, followed by the ten winning concepts and two strong honourable mentions.

THE CHALLENGE RESULTS



 **528 INSPIRATIONS
AND CONCEPTS**
 **2,208 COMMENTS**
 **4,878 APPLAUSE**
95,534 VISITS

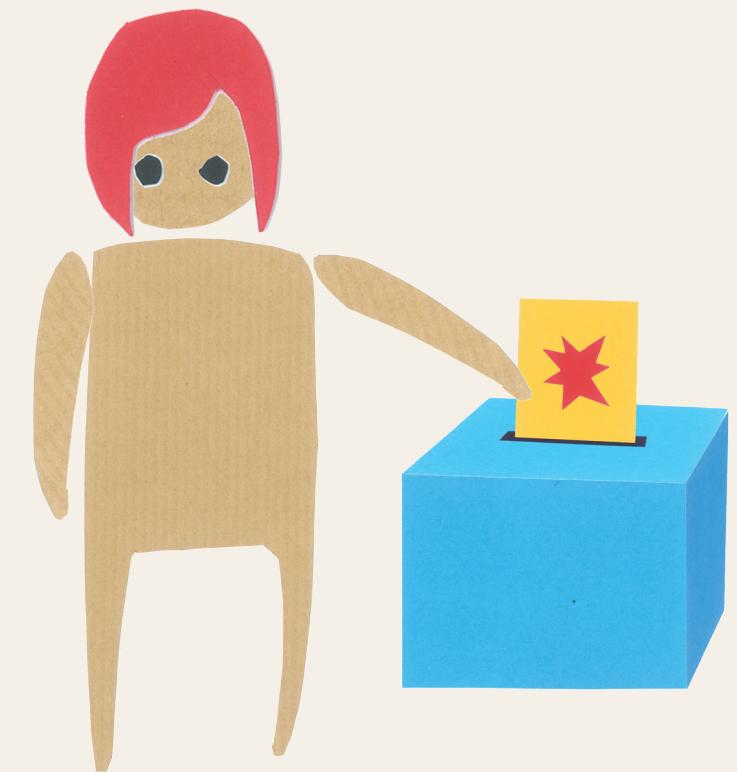
People from 147 countries, including all 27 European countries, participated. We're pleased that 80% of our winning concepts were conceived by folks within Europe, indicating real engagement with the subject.



THE OPENIDEO CHALLENGE YIELDED MULTIPLE BENEFITS:

- » It highlighted current activities going on in the world but also in Europe with respect to supporting web entrepreneurship
- » It identified key gaps or areas of need for web entrepreneurs
- » It helped develop solutions to address those gaps

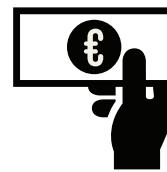
*The inspiration section of the site
(www.openideo.com/open/web-start-up/inspiration)
is a great reference for current activities.
The remainder of this document addresses the gaps
and solutions for them.*



WE FOUND FOUR KEY AREAS OF NEED:



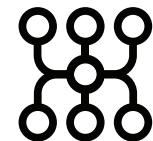
**POSITIVE CULTURAL
REINFORCEMENT**



**SECURING FUNDING
AND INCENTIVES**



**ATTRACTING AND
RETAINING TALENT**



**SUPPORT FOR UNDER-
STANDING THE ECOSYSTEM**

The next part of this document describes each of these areas of need in more detail, then provides potential solutions to address them.



POSITIVE CULTURAL REINFORCEMENT

One of the most resounding needs web entrepreneurs have is encouragement. We spoke to one entrepreneur whose web start-up had just failed, and he said his family's comment was that "now that he had that out of his system, he could get a real job." Most successful Silicon Valley entrepreneurs have several start-ups under their belts, which with a 90% fail rate means they're not all successes. How might we help entrepreneurs learn from failures (their own and others)?



POSITIVE CULTURAL REINFORCEMENT

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Winning concept back to list ▶ 5 of 10 concepts

TED Positive - sharing failure **UPDATED**

Let's learn from other people's mistakes and create an event where other people's failure is praised. Why reinvent the wheel? A fun, engaging set of speakers could help new start-ups proceed quickly.

Submitted by: Louise Wilson April 05, 2012 01:29PM
3048 views 82 comments 87 applause

[Applaud this](#) [Bookmark](#)

Share this concept

[Recommend](#) [+1](#) [Tweet this](#) [Email to friends](#) [Share](#)

Support

halyan tweeted: Read about what happened at the @OpenIDEO European Commission startup summit last week by @Clerkenwell <http://t.co/FDqQ13vK>

halyan commented on a concept - TED Positive - sharing failure "UPDATED" Hi Louise, I made you a logo while in the channel :) <https://skitch.com/protoypechan/edeaefalaltess;>

halyan commented on a concept - Entrepreneur-Loan Hi Stefan, Way to go evolving this concept and posting it to our Youth Employability challenge! <http://www.openideo.com/open/youth/>

Louise commented on a realisation - Back from Brussels Agree - lovely summary of an amazing couple of days

amy_bonsall tweeted: My take on what our Web Start-up Challenge winners got up to in Brussels: <http://t.co/gnM9iwTy> #oi_startups - Comments? @openideo

TED Positive: Sharing Failure (Louise Wilson, UK)

An event which encourages entrepreneurs to share failure stories and lessons learned



ATTRACTING AND RETAINING TALENT

Web start-ups have specific needs around talent, one of the biggest being, naturally, finding developers. We believe there is an opportunity both to encourage students to take up courses such as computer science, and also to help connect people who might partner up in new enterprises.



ATTRACTING AND RETAINING TALENT

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Winning concept back to list 9 of 10 con... **WINNING CONCEPT**

Updated! the Michelle Obama factor: Make it easier for trailing spouses to get work permits

Startups should tap into the talent, experience and expertise of trailing partners and sidelined spouses. A streamlined visa/work permit programme would make it easier!

Drawing of a couple, on a post-it. By Roberto.

Submitted by: Charlene Lam April 23, 2012 07:54AM

783 views 27 comments 17 applause

[Applaud this](#) [Bookmark](#)

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The Michelle Obama Factor: Visas for Spouses (Charlene Lam, UK)

A concept which encourages governments to make it easier for trailing spouses to obtain the right to work



ATTRACTING AND RETAINING TALENT

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The European Centers for Entrepreneurship (ECE) NETWORK **Refined**

Instead of creating a new entrepreneurship system, why not better connect existing centers at EU universities?

EU Networking

Many schools have centers dedicated to supporting startups, however in order to better leverage the potential of this network, a European network of these centers can be created. This can be realized through the creation of a shared platform where each EU country has a list of the universities with entrepreneurship centers and a link to their website.

Submitted by: Karina McElroy April 19, 2012 10:11AM

1369 views 59 comments 31 applause

[Applaud this](#) [Bookmark](#)

Share this concept

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The European Centers for Entrepreneurship Network (Karina McElroy, Denmark)

A concept which proposes strengthening interconnections between entrepreneurial centres of excellence across EU universities



SECURING FUNDING AND INCENTIVES

According to Startup Genome, London lags the Silicon Valley in terms of early stage funding, though is better at later stages. No matter the stage of start-up, there are clear opportunities to help web entrepreneurs identify and access the right type of funding.



SECURING FUNDING AND INCENTIVES

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Winning concept back to list ▶ 10 of 10 concepts **WINNING CONCEPT**

OpenFunding Platform (refined version)

An on-line platform to support web entrepreneurs access all the public and private funding they need to start & grow their company.

Submitted by: Sanyu Karani April 10, 2012 10:13PM
Views: 5322 **Comments:** 89 **Applause:** 143

[Applaud this](#) [Bookmark](#)

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OpenFunding Platform (Sanyu Karani, Denmark)

An online platform which helps web entrepreneurs find and apply for public and private funding



SECURING FUNDING AND INCENTIVES

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Entrepreneur-Loan

entrepreneur-loans is the idea of re-appropriating the existing student loan infrastructure for start-ups - to make it easier for them to get to capital especially in the tough beginning years.

entrepreneur
~~**student-loan**~~

from student loan to entrepreneur loan

Louise commented on a realisation - Back from Brussels
Agree - lovely summary of an amazing couple of days

amy_bonsall tweeted:
My take on what our Web Start-up Challenge winners got up to in Brussels:
[@oi_startup - Comments? @openideo](http://t.co/gnM9lwTy)

cactuslouise tweeted:
Our recap!

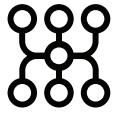
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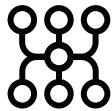
Entrepreneur Loan (Stefan Ritter, UK)

An idea that applies the concept of a student loan to loans for entrepreneurs, helping them access to capital in early stages



SUPPORT FOR UNDERSTANDING THE ECOSYSTEM

When you're an web entrepreneur, you are usually good at one thing, for instance coding apps, but you're faced with starting a whole new company with all of the intricacies. First time web entrepreneurs have a lot of pain points, around everything from understanding the legal system to figuring out whether they can afford to start a company. The community had a range of ideas to address a few of the biggest pain points



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Winning concept back to list 1 of 10 concepts

WINNING CONCEPT

Matching Entrepreneurs, Experts, (and Investors) -- Refined

A smart website to help connect budding entrepreneurs with like minded individuals and possibly investors to help realize their ideas.

Idea Sketch - full size PDF attached below

Submitted by: Priyanka Kodikai April 10, 2012 05:01AM

4399 views 67 comments 37 applause

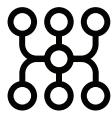
Applaud this **Bookmark**

Share this concept

f Recommend 0 **t Tweet this** **e Email to friends** **in Share**

Matching Entrepreneurs and Experts
(Priyanka Kodikai, US)

An online tool to connect budding web entrepreneurs with experienced individuals who can advise and mentor them



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Start-up Wallet <<updated>>

Budgeting a project is one of the must-do's before negotiating with investors or applying to external funds. Start-up Wallet is an online tool for web entrepreneurs to estimate what it takes to turn their idea into a --> proof of concept.

02:42 vimeo

deniz-is-a-newbie-in-web-business.-see-how-she-uses-start-up-wallet-

Submitted by: Cansu Akarsu April 23, 2012 05:25PM

3348 views 59 comments 44 applause

[Applaud this](#) [Bookmark](#)

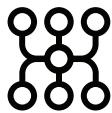
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Startup Wallet (Cansu Akarsu, Turkey)

An online tool for web entrepreneurs to estimate the budget they'll need to get up and running



SUPPORT FOR UNDERSTANDING THE ECOSYSTEM

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Founders Dictionary

Founders have many problems, finding press, finding financing, finding a team. One problem non-business trained founders have is understanding the scene, the jargon and the language. For that we have created Founders Dictionary.

FOUNDERS dictionary
www.foundersdictionary.com

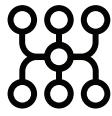
I have discussed what idea is realizable in my spare time with a few friends and would love to add openideo collaborators. We hope to create a founders dictionary app that if successful will become a small moleskin pocket book. It will be a dictionary of startup terms and concepts as well as a roadmap of how to progress. www.foundersdictionary.com

FEATURES:

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Founders Dictionary (James McBennett, UK)

A website which demystifies the jargon and the language specific to entrepreneurialism



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WINNING CONCEPT

Eliminating the law profession with an intelligent, flowchart-based legal system (version 2.0)

Most entrepreneurial legal needs are standard--whether it's forms to file or counsel. This concept proposes a system which steps entrepreneurs through legal issues to create forms or receive appropriate counsel.

LawMaster V 0.0.01

A Few Features

LawMaster is proposed as a flowchart-backed, wizard driven website - It contains features in common with LMS (e-learning), DSS (Decision Support Systems) and Expert Systems.

This is merely a very simple simulation of one possible way in which LawMaster might work and/or be constructed.

Submitted by: James Moyer April 14, 2012 02:50PM

2316 views 67 comments 33 applause

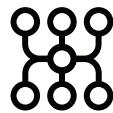
[Applaud this](#) [Bookmark](#)

Share this concept

[Recommend](#) 4 [+1](#) 0 [Tweet this](#) [Email to friends](#) [Share](#)

Flowchart Based Legal System (James Moyer, US)

A system that helps web entrepreneurs navigate the legal complexities of starting a business in Europe



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StartBarter - A barter economy for startups - Pivoting to Advisorful.com

A bartering currency for people to barter their skills, services, products in exchange for others.

<http://www.flickr.com/photos/dreamoo/6740600705>

Submitted by: Haiyan Zhang April 12, 2012 11:38PM

2158 views 38 comments 55 applause

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Support

StartBarter (Haiyan Zhang, UK)

A tool to help web entrepreneurs share skills with each other

HONOURABLE MENTIONS

Two concepts were highlighted as honourable mention..

HONOURABLE MENTIONS

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Tax beneficial funding opportunities for angel-ettes

Tax benefit for funding start-ups for those who invest under £10,000



Governments are (very slowly) starting to encourage early investment in start-ups. What if they did it in a way that made investing in start-ups within reach for those who have less to invest?

Imagine an indiegogo where you contribute up to €10,000 and can offset a portion of that against your taxes.

Submitted by: [Amy Bonsall](#) April 22, 2012 07:18PM

838 views 35 comments 20 applause

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Tax beneficial funding opportunities for angel-ettes
(*Amy Bonsall, UK*)

A concept that encourages governments to incentivise web entrepreneurship through taxes and other means

HONOURABLE MENTIONS

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How might we support web entrepreneurs in launching and growing sustainable global businesses?

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Coalition of the Established

A portal for large corporations (Public and Private) to post their digital development requirements / ideas for development. Web developers could then take up the challenge, generating income for their own projects.

Established corporations typically have a backlog of ideas for implementation, but can't get to them due to a lack of staff.

The coalition of the established would allow organisations to post their digital development requirements, essentially allowing developers to work as freelancers for large corporations, earning income, experience and credibility all the while gaining funding for their own projects.

LOGIN

Submitted by: **Munich IDEO** April 25, 2012 09:38AM

531 views 9 comments 15 applause

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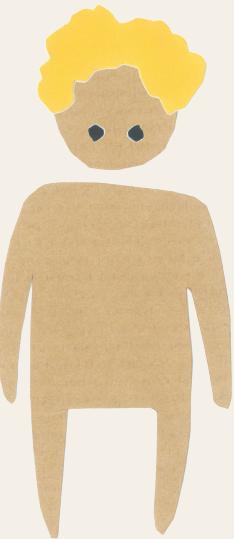
Coalition of the Established (IDEO Munich, Germany)

A concept that encourages partnerships between web entrepreneurs and large corporations, to mutual benefit

WHAT NEXT?

- The EC is working with the concept winners to identify the right support for each. If you're interested in any of them or if any of them relate to initiatives you're working on, reach out to the concept owners on the site or to the EC sponsor *Isidro Laso Ballesteros @isidrolaso* or *Bogdan Ceobanu @studios*

THANKS



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www.openideo.com/open/web-start-up