Do you know where you go? A taxonomy of online innovation contests

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Abstract: Online innovation contests in their basic structure have a long-standing tradition and have recently emerged as a widely used innovation practice. In parallel to a search of practical implementation, the small body of existing literature typically describes and analyses single innovation contests by differing sets of design elements. We use a unique dataset of 65 innovation contests to structure a heterogeneous field and perform a two-step cluster analysis. Findings identify three types of innovation contests: community-based, expert-based and mob-based innovation contests. In addition, context factors important for the selection of an appropriate type of innovation contest are identified by our study. Most important factors include the type of information sought, the purpose of a contests and budget restrictions. Our study consequently contributes to both, academia and practice in the field.

Keywords: Innovation contests; cluster analysis; taxonomy; design elements; social software

1 Online innovation contests: setting the stage

Innovation contests in their basic structure have a long-standing tradition: For example, Emperor Louis Napoleon III of France publicly sought a ‘satisfactory substitute for butter, suitable for use by the armed forces and the lower classes’ in 1869. The outcome is nowadays known as margarine. In the upcoming century, innovation contests were increasingly adopted. The most famous example of this period is the ‘Orteig Prize’ issued by New York hotel owner Raymond Orteig (1919). He offered a prize for the first nonstop aircraft flight between New York and Paris and thereby fuelled the development of aviation. An all new industry emerged (Bullinger & Möslein 2010).

These are early examples of a nowadays increasingly popular tool to generate innovation. In 1997, when the ‘Fredkin Prize for Computer Chess’ granted USD 100,000 to beat world chess champion Garry Kasparov with a computer, a new awareness of innovation contests took off. However, the vast deployment of innovation contests began,

once the technology and infrastructure was available to hold online competitions (Bullinger & Möslein 2010). Since the 1990ies, these early adopters were followed by a surge of business realizations, while surprisingly, research in the field is still rather scarce and often lacks structured data. Existing literature typically describes and analyses single contests using a random set of design elements, which are suitable and viable for the particular case (e.g. Piller & Walcher 2006; Bretschneider et al. 2008; Bjelland & Wood 2008; Klein & Lechner 2009). A deep understanding of online innovation contests, particularly taking contextual conditions into account, is still amiss. Hence, design and use of online innovation contests as a purposive tool to support corporate strategic goals of innovation is difficult. Practitioners using innovation contests to generate innovations, depend on mere trial and error. We thus pursue the following research question to determine the status quo:

Are there and if so, which are the design elements
suitable to establish a taxonomy of innovation contests?

To address this gap in research, we conduct a systematic approach which (a) compares multiple online innovation contests and (b1) strives for a taxonomy of online innovation contests which enables (b2) the establishment of design guidelines for future online innovation contests. The paper proceeds as follow: We introduce design elements used to analyze our sample. We then describe the methodology of our two-step cluster analysis that led to the subsequently described taxonomy of online innovation contests. We finally provide implications for practitioners and highlight further research needs.

2 Background: Innovation Contests

We define an online innovation contest as a web-based competition of innovators who use their skills, experiences and creativity to provide a solution for a particular contest challenge defined by an organizer (Bullinger & Möslein 2010). We use 'innovation contest' instead of 'idea contest' to illustrate that a contest is able and suited to cover the entire innovation process from idea creation and concept generation to selection and implementation (Tidd & Bessant 2009). Current understanding comprises a set of design elements to describe and design online innovation contests. They are introduced below. The attributes of these dimensions are shown in figure 1.

Innovation contests are run *online* or offline by an *organizer* (Ebner et al. 2010). Usually, the organizer dedicates the contest to a specific topic; details of which vary extensively. The topic indicates *specificity of the task/ topic* and the desired *degree of elaboration* of contributions (Klein & Lechner 2009). To facilitate cluster analysis, evolving contributions are excluded in our sample. Innovation contests with this value are mapped to their predominant degree of elaboration. By definition of the topic, the organizer also indicates the interesting *target group* and the mode of *participation* (Carvalho 2009). Each innovation contest runs for a limited period of time; during this *contest period* participation is allowed. Contest periods range from some hours to more than four months or ongoing contests (Bullinger & Möslein 2010). To foster participation, the organizer establishes a *reward system* adapted to the needs of the target group (Ogawa & Piller 2006; Piller & Walcher 2006). *Motivation* can be induced via monetary (awards and prizes) or non-monetary rewards (reputation in the relevant community). The latter one includes motivators like community feedback, building a reputation among relevant peers, or self-realization – all of which the organizer can

support, e.g. by providing *community applications* (Brabham 2009; Piller & Walcher 2006). Applications belonging to the field of social software are well suited to foster community building. For instance, this can be achieved by a fanpage of the contest on facebook.com, a twitter.com account of the contest providing news on novel submissions or participants. Also RSS feeds for news of the contests or social bookmarking functionalities, e.g. via digg.com, can be implemented. Once submissions are made, their *evaluation* can be carried out by different groups (Ebner et al. 2010). Drawing on these dimensions and its attributes, we will now identify typical configurations of innovation contests in order to cluster them, as requested in the first part of our research question.

Figure 1 Design elements for innovation contests (ICs)

Design element *(synonyms):* definition	**Attributes**					
1 Media (-): environment of IC	Online		Mixed		Offline	
2 Organizer (-): entity initiating IC	Company	Public organization	Non-profit	Individual		
3 Task/ Topic specificity *(problem specification*): solution space of IC	Low (Open Task)		Defined		High (Specific task)	
4 Degree of elaboration *(elaborateness, eligibility, degree of idea elaboration):* required level of detail for submission to IC	Idea	Sketch	Concept	Prototype	Solution	Evolving
5 Target group *(target audience, target participants, composition of group)*: description of participants of IC	Specified		Unspecified			
6 Participation as *(eligibility)*: number of persons forming one entity of participant	Individual		Team		Both	
7 Contest period *(timeline)*: runtime of IC	Very short term	Short term	Long term	Very long term		
8 Reward/ motivation (-): incentives used to encourage participation	Monetary		Non-monetary		Mixed	
9 Community functionality *(community application, communication possibility, tools)*: functionalities for interaction within participants	Given		Not given			
10 Evaluation *(ranking)*: method to determine ranking of submissions to IC	Jury evaluation	Peer review	Self assessment	Mixed		

Source: Bullinger & Möslein 2010

3 Methodological approach

To begin answering our research question, we chose the following approach: in a first step, three independent experts in the field of innovation contests classify 65 online innovation contests, chosen to represent different industries as well as different sizes of organizations. Classification takes place according to the ten design elements.

In step IIa, we conduct a cluster analysis on the ten relevant design elements, which prove to be formally and content wise relevant as well as they have little correlations ($r < 0{,}04$). Except for degree of elaboration, task specificity and contest period, which are approximated as continuous variables, all design elements are categorical variables. The dataset is hence suitable for a two-step cluster analysis (Schendera 2009). Due to missing values, which occur when evaluators are not able to determine the exact attribute of a design element, twelve innovation contests are excluded from our cluster analysis. A list of contests in the sample can be found in appendix I. The subsequently introduced taxonomy is based on the within-cluster percentage of the design elements' values, as well as on the analysis of cross tables to identify additional interesting aspects and characteristics of the clusters.

As the chi-square test of community functionalities pass the critical value, this design element turns out to be a major discriminator between the clusters. We reassess our sample and analyze existing social software applications in order to better understand this critical design element (step IIb).

In a final third step, we are interested in the identification of context factors important for the selection of an appropriate type of innovation contest. We proceed to analyze aspects also described in the body of literature on innovation contests in order to identify these context factors. The assessment is carried out in analogy to step I.

4 Findings

The cluster analysis and subsequent examinations led to the revelation of three clusters coined 'community-based innovation contests' (24 cases), 'expert-based innovation contests' (9 cases) and 'mob-based innovation contests' (20 cases), covering 100 percent of the sample. They are introduced and characterized in the following.

The cluster 'community-based innovation contests' mainly contains midterm to long term running contests (88%). This means that innovators only have few weeks or less from the launch to the deadline of the contest. Notwithstanding the short runtime and hence little time to build up a community, these contests provide *community functionalities* (100% of the contests in this cluster). This particularly includes commenting on contributions (83%), but also direct messaging among members (46%). To facilitate information diffusion via social software channels, sites in this cluster run blogs (54%) and twitter accounts (71%) as well as Facebook fanpages (42%). Sometimes, tagging opportunities are given (25%). Three contests in our sample (13%) allow community based co-development of contributions. In these contests, any community member can modify a contribution to improve it. However, *eligibility* is mostly accounted to an individual (67%), not to a team. *Rewards* in this type of innovation contest are mainly non-monetary (83%). This means that the contests mainly address intrinsic or social motives of the innovators. The *degree of elaboration* of contributions focuses on ideas, sketches and concepts and is hence low to medium. *Evaluation* of contributions is done by peers (30%), experts (33%) or both groups (37%). *Runtime*, *community application* and *evaluator* turn out to be the major discriminators to determine this cluster, as the chi-square tests respectively t-statistics pass the critical values. The name of this cluster stems from the predominant hedonic community focus of these platforms. Swirl's 'Smell Fighters Innovation Contest' is a good representative of this cluster.

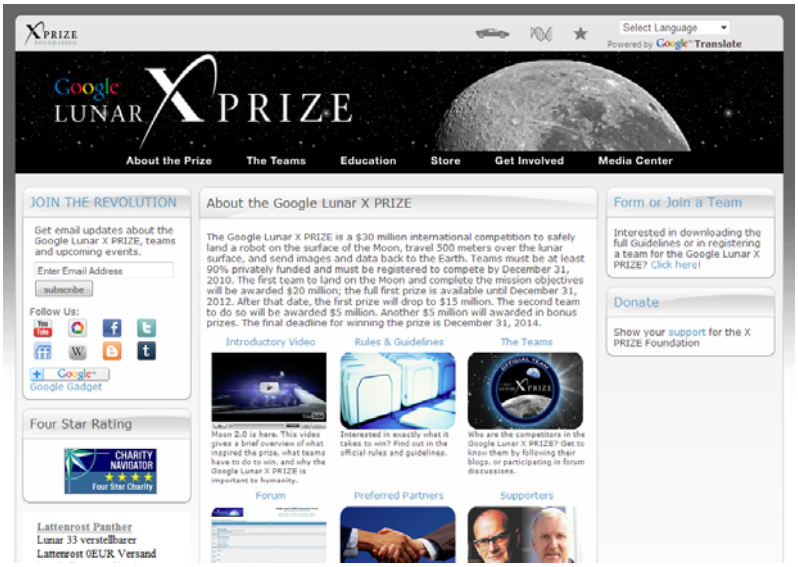
Figure 2 Smell Fighters Innovation Contest

Swirl's Smell Fighters Innovation Contest is asking for creative ideas to avoid domestic smell. The focus lies on community building and non-monetary rewards.

Source: http://www.smellfighters.com

Innovation contests in the second cluster, coined 'expert-based innovation contests', generally have a medium to a very long runtime, i.e. ranging from a few weeks to multiple months. As in the first cluster, they also provide *community functionalities* (100%) like messaging (89%) but only allow little public commenting (33%). They facilitate information diffusion via blogs (89%), Facebook fanpages (78%), or Twitter accounts (89%). Sometimes, opportunities for discussions in forums are given (66%). As in the first cluster, tagging functionalities are scarce (44%). *Rewards* in this cluster are focussing on monetary (100%) rather than non-monetary (21%; including mixed reward systems) compensation. Hence, the prize is a crucial factor in the design of these innovation contests. Winning submissions handed in to answer the explicitly *specified tasks*, are prototypes (22%) or complete solutions (88%). Hence, there is a high *degree of elaboration* required, as the tasks and their sought solutions are specific. *Target groups* of contests in this cluster are rather specified (66%), mainly experts in their corresponding field, which determines the name of this cluster. Accordingly, submissions are solely evaluated by experts as well. *Reward*, *runtime*, *elaboration* and *community application* are the main determinants of this cluster being exemplified by Siemens' 'Netflix Prize' or Google's 'Lunar X Prize'.

Figure 3 Google Lunar X Prize



The Google Lunar X Prize is a $30 million competition for the first privately funded team to send a robot to the moon, travel 500 meters and transmit video, images and data back to the Earth.

Source: http://www.googlelunarxprize.org

Innovation contests in the third cluster 'mob-based innovation contests' have a long (35%) to very long (55%) runtime (i.e. multiple months to years), but do not provide *community applications*. Especially, they do not publish any user profiles. Nevertheless, they sometimes use blogs (25%), Twitter accounts (35%), or Facebook fanpages (15%) to communicate with participants and an interested public. The interesting dimension in this cluster is the *reward system*. Rewards are either monetary (45%) *or* non-monetary (55%), but there are no mixed systems with clear monetary and non-monetary rewards. Submissions have a medium *degree of elaboration*, thus ranging from idea to concept level. Generally, they are evaluated by experts (85%), but sometimes also by both, experts and peers (15%). Activity in innovation contests of this cluster resembles a political flash mob: innovators spring up, contribute their submission and disappear. There is no community building. Bullinger et al. (2009) have suggested the term 'innovation mob' for this behavior in innovation contests, which we build on in the name of this cluster. The 'Virgin Earth Challenge' is a typical representative of this kind.

Figure 4 Virgin Earth Challenge

The Virgin Earth Challenge is a prize of $25m for whoever can demonstrate to the judges' satisfaction a commercially viable design which results in the removal of anthropogenic, atmospheric greenhouse gases so as to contribute materially to the stability of Earth's climate.

Source: http://www.virgin.com/subsites/virginearth/

In addition to the ten design elements of the contests, step III leads to interesting insights on the context of innovation contests. While contests in the community-based cluster assess both, need and solution information of participants, contests in the other clusters are only utilized to assess solution information. This means that tasks issued in the first cluster sometimes aim at a particular kind of information and hence are formulated accordingly. Organizers in the first cluster try to predict future markets or trends by assessing the needs of the innovators, who are potential lead users. They can transfer this knowledge into solutions themselves afterwards (cf. Morrison 2004).

Table 1 Overview of typical cluster characteristics

		Community-based ICs	*Expert-based ICs*	*Mob-based ICs*
Core Design Elements	Task specificity		high	
	Elaboration	medium	high	medium
	Target Group		specific	
	Participation as	individual	team or both	
	Contest period	short	long	long
	Reward/ motivation	non-monetary	monetary	either/ or
	Community-Application	yes	yes	
	Evaluator		experts	experts
Social Software	User profiles	yes	yes	
	Messaging	sometimes	yes	never
	Commenting	yes		
	Discussion forum	sometimes	sometimes	
	Tagging	sometimes	sometimes	
	Co-Development	yes	yes	
	News	sometimes	yes	
	Facebook	sometimes	yes	
	Twitter	yes	yes	sometimes
Context Factors	Purpose	marketing/ ideation	sustainability/ development	ideation/ development
	Type of information	need/ solution	solution	solution

We also find first evidence that the main purpose of online innovation contests has an influence on their design. If the organizer wants to promote marketing, it sticks to community-based innovation contests. Ideation is mainly done in the community-based and mob-based cluster, but only rare in expert-based innovation contests. These are rather used to promote sustainable innovations or to push industries. Finally, mob-based innovation contests also serve to promote whole industries, for instance the commercial development of marine energy in the Saltire Prize.

5 Discussion and implications

Our findings show that there are three types of online innovation contests that have typical combinations of design elements. Furthermore, the design element community functionality differs significantly. Hence we can confirm our research question, namely: a taxonomy can be derived, building in particular on the discriminating design elements community functionalities, reward system, contest runtime and degree of elaboration. We will thus proceed to draw first implications from our findings. Given the taxonomy according to design elements, online innovation contests can develop from an innovation management fashion to a strategic tool. Taking into consideration that all contests in our

sample yielded considerable results for the organizers, we can assume a certain (though not measured) success of the contests. We can hence draw on empirical evidence to derive the subsequent recommendations (Trinder & Reynolds 2000).

Regarding social software, Twitter is a common mean to communicate updates. Also Facebook pages are frequently used to market the contests. Hence there is a clear trend towards social media marketing to support online innovation contests, especially in the community-based types. Interestingly, social media marketing rarely takes place in mob-based innovation contests. The purpose of the contest might account for this. If an organizer is pursuing a marketing strategy with the contest, he is presumably trying to spread the word as widely as possible. But in mob-based contests, marketing is not one of the primary purposes of the contests. We also always find means to facilitate communication among community members (community- and expert-based type), even if this might either focus on private (i.e. messaging) or public interaction (i.e. commenting). Public interaction is especially recommendable to foster community building in a non-monetary reward environment, whereas private communication is more eligible to benefit the needs of confidentiality, i.e. in the expert-based cluster with high degrees of elaboration and very specific tasks. Generally speaking: the more professional a contest becomes, the less functionalities to publicly share information (e.g. commenting, messaging) are given. Hence confidentiality is rising from the first cluster through to the last one.

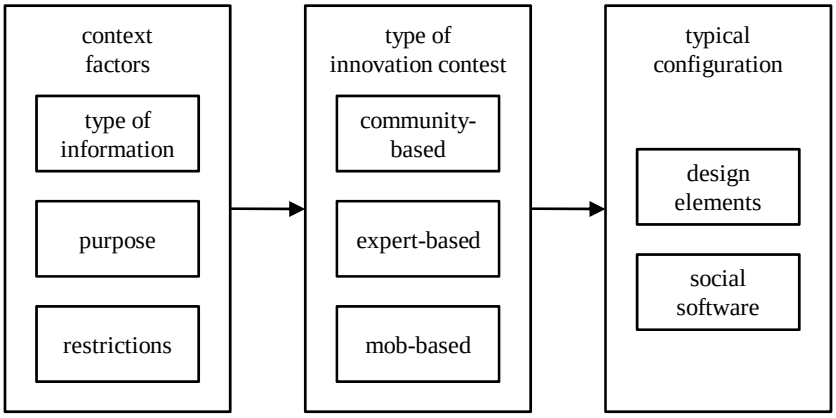
On the other hand, we do hardly ever find Wikis and only sometimes discussion forums in innovation contests. We conclude that these means of global discussions which are not directly linked to a contribution, are not appropriate to support innovation contests. Organizers should rather focus on the before mentioned public communication means (i.e. commenting) to encourage discussions. We also miss a broad application of tagging systems to categorize contributions. This might owe to the fact, that collaborative development of contributions are rather scarce. Hence an advanced search system which is realized by tagging, is not esteemed necessary.

As mentioned above, there are other design elements that (tough excluded from our cluster analysis) consider the context of the innovation contest and are hence important for practitioners. Firstly, if an organizer is looking for *need information*, the contest should be defined according to the community-based type. If organizers on the other hand are looking for solution information, implementing an innovation contest according to the expert-based or mob-based type is suitable.

The second influencing factor we identified in this study, is the driver of an innovation contest. If an organizer is using a contest for *marketing*, they should design it according to the community-based type. Ideation can be supported by both, community-based or mob-based innovation contests. These are also recommended if an organizer seeks to nurture e.g. a whole industry.

If an organizer is concerned of their *budget* in order to minimize costs, they should consider implementing innovation contests according to the community-based or mob-based type, as these are appropriate to motivate innovators by non-monetary means. This might be a reason why non-profit organizations prefer using this type. Is an organizer seeking highly elaborated submissions (i.e. prototypes or solutions), significant monetary investment is necessary. They should run an innovation contest according to the expert-based type, offering monetary rewards.

Figure 5 The influence of context factors on the type and configuration of innovation contests



These results confirm results of an earlier study on online innovation contests (Hallerstede et al. 2010). The preceding study (n=10) yields three types of innovation contests according to the degree of elaboration of a submission and the requested professional expertise of innovators. The types identified in Hallerstede et al. (2010) basically correspond to our larger analysis (n=65). Thereafter, community-based innovation contests resemble ‘innovation contests for hobbyists‘, expert-based innovation contests are equivalent with ‘innovation contests for professionals’ and mob-based innovation contests resemble the ‘innovation contests for tinkerers’ type.

6 Conclusion

Based on an overview of design elements, we add a taxonomy of innovation contests with distinct configurations of design elements and reveal divergences in the use of innovation contests depending on their type. As an outcome, a set of guidelines derives to design innovation contests according to strategic goals of an organizer. Accordingly, the addressees of this paper are first of all practitioners in the field of innovation management. In addition to practitioner implications, the paper sets a clear path for further research, e.g. to reach a better understanding of organizers’ drivers.

Findings of this study must be seen in the light of its limitations: First of all, the drivers we derived by gut feeling from the contests have to be assessed in a profound manner, e.g. by conducting interviews with organizers of the examined innovation contests. The current interpretation can only be seen preliminarily and has to be further revised. Secondly, the researched dataset has to be broadened to include a greater number of online innovation contests in order to confirm results and to probably further sharpen the identified clusters. As the *reward system*, *community functionalities*, *runtime* and *degree of elaboration* turned out to be the major characteristics to determine cluster-affiliation, special focus should be invested to these design elements to further investigate their influence on all introduced implications. A major concern in literature is a lack of measurable success criteria for online innovation contests. Once they are developed, success of the different types should be assessed and compared to draw further implications.

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Appendix I

Cluster	*Innovation Contest Name*	*Homepage*
Community-based ICs	A1 Innovation Days 2009	http://www.a1innovations.at/en/static/a1innovationdays
	AfterDawn Innovation Contest 2006	http://www.afterdawn.com/news/article.cfm/2006/08/22/afterdawn_innovation_contest_2006
	American Innovation Video Contest 2007	http://futureofinnovation.org/youtube/
	Change.org	http://www.change.org/ideas/faq
	Cincinnati Innovation Contest 2009	http://cincinnatiinnovates.com/
	Dein Wille geschehe	https://www.uni-hohenheim.de/dein-wille.html
	Go! Animate 2008	http://goanimate.com/contest/past
	Ideablob	http://www.ideablob.com
	Information System Contest (ITEB contest)	http://www.idea-contest.com/
	IntelliJ IDEA (L) Plugin Contest 2006	http://plugins.intellij.net/contest/
	IQONS x NIKEiD	http://www.iqons.com/iqons.php?fct=page&i=66
	IT Services for Tomorrow's Data Center	http://ts.fujitsu.com/ps2/press/read/news_details.aspx?id=2895
	Juicy Ideas Competition	http://juicyideascompetition.appspot.com/
	MTV Engine- Room	http://www.mtv.de/news/19780951
	Samsung "How deep is your love?"	http://www. Samsung-in-your-words.de/regeln.html
	Sennheiser SoundLogo	http://www.sennheiser.com/sennheiser/home_de.nsf/root/press_archive_3-2008_15.08.2008
	Shoeperstar	http://www.shoeperstar.co.uk/the-judges
	Shop.org Innovation Contest 2009	http://www.shop.org/web/innovation09/innovationcontest
	Swatch MTV Playground	http://www.swatchmtvplayground.com/de-DE/competition
	Swirl Smell Fighters	http://www.smellfighters.com
	The Sims 2 H&M Fashion Runway	http://thesims2fashionrunway.ea.com/schedule.php
	Threadless	http://www.threadless.com/submit
	USIT 2009 Student Innovation Contest	http://www.acm.org/uist/uist2009/call/contest.html
	WePC.com	http://www.wepc.com/vote/finalists
Expert-based ICs	Apps for Democracy 2009	http://www.appsfordemocracy.org/
	First Lego League 2008	http://www.usfirst.org/aboutus/content.aspx?id=880
	Google Android Developer Challenge 2009	http://code.google.com/intl/de-DE/android/adc/
	Google Lunar X Price	http://www.googlelunarxprize.org/lunar/about-the-prize
	Imagine Cup 2009	http://imaginecup.com/Competition/Overview.aspx
	Netflixprice	http://www.netflixprize.com/
	PolyPower Applied-Innovation Contest 2009	http://www.polypower.com/About-Us/News.aspx?Action=1&NewsId=9&PID=9
	Progressive Automotive X Prize	http://www.progressiveautoxprize.org/
	Sony Ericsson Content Award 2008	http://news.idealo.co.uk/news/3007/sony-ericsson-content-awards-2008.html
Mob-based ICs	Advertising & Circulation Idea Contest 2009	http://www.tnpress.com/ideascontest.html
	Brown Shoe Student Design Contest 2008	http://www.brownshoe.com/shoedesigncontest/
	Brown Shoe Student Design Contest 2009	http://www.brownshoe.com/shoedesigncontest/
	CEC Shoe Design Contest 2007	http://www.studis-online.de/Studieren/art-682-schuh_design.php
	Innovation & Entrepreneurship Contest 2009	http://neumann.hec.ca/entrepreneurship/fr/activities/concours/concours09_depliant_angl.pdf
	Intelchallenge	http://www.intelchallenge.com/
	Light on Gesu	http://www.quartierdesspectacles.com/en/partenariat/projets/ficheprojet.asp?id=8
	Live Edge Contest	http://edageek.com/2008/10/01/liveedge-electronic-design/
	Next Generation 2009	http://www.metropolismag.com/nextgen/pastyears.php
	Scoop!	http://www.mein-scoop.de
	Shoe Design Competition	http://www.graphicdesignbasics.com/2007/shoe-design-competition.html
	Shoe Star	http://www.fibre2fashion.com/news/association-news/fitnyc/newsdetails.aspx?news_id=54386
	SPAR Bag-Designcontest	http://www.bagdesign-contest.com/
	StartUp-Impuls	http://startup-impuls.hannoverimpuls.de/
	The Saltire Prize	http://www.scotland.gov.uk/Topics/Business-Industry/Energy/Action/leading/saltire-prize
	Usable	http://www.koerber-stiftung.de/gesellschaft/ transatlantischer-ideenwettbewerb-usable.html
	Virgin Earth Challenge	http://www.virgin.com/subsites/virginearth/
	Vodafone Wireless Innovation Project	http://www.globaldevelopmentcommons.net/node/1711
	WindSCAPE	http://www.netflixprize.com/
	WPF Finance Innovation Contest 2008	http://wpfcontest.lab49.com/
Excluded ICs (missing values)	ASICS Design Competition 2007	http://www.asicsdesigncompetition.com/
	Bata Shoe Design Competition 2007	http://www.batashoemuseum.ca/batashoedesigncompetition/BSM/index.html
	BMW Motorrad Innovation Contest 2009	http://www.bmw.de/de/de/index.html
	Braun Prize 2009	http://www.braunprize.com/international/braunprize_2.html
	Challenge Future	http://www.challengefuture.org/
	Comic Book Challenge	http://www.comicbookchallenge.com/
	CVIS Application Innovation Contest 2009	http://www.cvisproject.org/en/news/asc.htm
	Hemispheric energy Innovation Contest 2009	http://www.iadb.org/news-releases/2009-02/english/hemispheric-energy-innovation-contest-announced-
	Ideenwettbewerb der Region Cham	http://www.ideenwettbewerb-cham.de/animationen/start04.swf
	LED -Emotionalize your light!	http://www.led-emotionalize.com/
	NoAE Innovationswettbewerb	http://www.noae.com/de/innovations-wettbewerb/2009/suche-nach-neuen-ideen.html
	Orange Innovation Contest Cadiz 2006	http://www.orangepartner.com/site/enuk/news/events/orange_partner_camp/cadiz/p_contest_2.jsp
	Pertandingan Rekabentuk Malaysia 2008 Design	http://www.mrm.gov.my/index.asp?fuseaction=competition.main
	PLW Design Competition, 6th	http://www.messe-pirmasens.de/index.php?id=2596
	PLW Design Competition, 9th	http://www.messe-pirmasens.de/index.php?id=2596
	Project 10^100	http://www.project10tothe100.com/categories.html
	Tchibo ideas	https://www.tchibo-ideas.de/index.php/ueberuns?source=SUBNAVI
	What's your crazy green idea?	http://www.xprize.org/foundation/press-release/x-prize-foundation-announces-25000-contest-on-youtube-
	Wireless Innovation Competition 2007	http://www.winbc.org/WIC/