



BLUE GLOBE
INNOVATION CONSULTANTS

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

Acoustic Detection of Industrial Equipment Anomalies Challenge



THE CHALLENGE

Working in partnership with Equinor, an international energy company, Blue Globe performed its Solver Scouting™ outreach services to detect experts who can identify technologies for automated acoustic monitoring, detection, and identification of abnormal conditions or behaviour of equipment in industrial and production process settings. This was a collaboration opportunity with potential for a \$2,000 USD ‘finder’s fee’.

BLUE GLOBE’S APPROACH & STRATEGY

Utilising its Solver Scouting™ services, Blue Globe followed its targeted outreach services to detect and engage with potential solvers for the challenge; identifying experts from a wide range of regions from across the globe to streamline its efforts.

OVERALL RESULTS

Following the Solver Scouting™ outreach efforts, a total of 14,500 of the most relevant solvers were identified and directed towards the challenge platform, and received an average engagement rate of 7 percent through the targeted outreach. In addition to this, a non-traditional social based outreach strategy was pursued to seek potential experts from a range of online platforms, receiving an engagement rate amounting to 500 clicks to the challenge platform as a result.