BLUE GLOBE
INNOVATION CONSULTANTS

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

Solver Scouting™

THE CHALLENGE

Blue Globe Innovation's work has identified many innovation challenges with highly specific and specialised requirements, which often struggle to identify and attract high-quality solvers. As a result, Blue Globe has developed a bespoke service, Solver Scouting ™, which seeks to identify "hidden" solvers and inform them of the challenge and its requirements. This bespoke service has been used with multinational companies across a variety of industries.

BLUE GLOBE'S APPROACH & STRATEGY

Solver Scouting is guided by research and Blue Globe's extensive knowledge of marketing, SEO, and establishing connec-tions with solvers. Keyword research helps Blue Globe to create a robust database of potential solvers, guiding outreach and marketing not only to solvers working in the target industries, but also those in tangential or related industries who traditional marketing may not reach. This is especially successful for STEM challenges and identifying solvers working in specific niches with relevant ideas to solve a variety of challeng-es. Outreach takes place via email and social media, working closely with clients to produce extensive tracking reports and vital insights into the performance of challenge promotions. Translation and targeting in specific languages and countries has helped to expand Blue Globe's international strategy.

OVERALL RESULTS

Solver Scouting has been a notable success, with up to 400 additional solvers being identified per challenge, helping to raise the overall profile of challenges and creating a legacy of connections with researchers, inventors, innovation hubs, and more. Increased awareness of challenge goals has created a wider profile for Blue Globe and its many clients, with Solver Scouting services integrating well with other communications strategies and social media campaigns.

To learn more about how Blue Globe can create a bespoke Solver Scouting™ project for your challenge, get in touch.