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Challenge Academy: an experience of crowdsourcing

Used to improve the relationship between industry and universities

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What is crowdsourcing?

“The word is a combination of the words 'crowd' and 'outsourcing'. The idea is to take work and outsource it to a crowd of workers.”

“... two heads are better than one.”



The focus

We encourage companies to share their challenges with academics and students and to foster their active role to find innovative solutions. Challenge Academy or other crowdsourcing tools are an open opportunity to institutions experience different creative ways to solve daily challenges.



How crowdsourcing can help you



Challenge Academy Benefits



Challenge Academy benefits

- To develop applied research;
- To use the challenges as case studies in classes;
- To connect with organizations and find sponsors for research.

Challenge Academy benefits

- To contact with labour market;
- To enlarge job and internship opportunities;
- To be more entrepreneur and employable;
- To develop soft skills;
- To earn awards and public recognition

Challenge Academy benefits

- To access recent research made at universities;
- To recruit graduates;
- To solve daily problems;
- To gather ideas to new services, products or approaches

Challenge Academy Obstacles



What obstacles can we find on the literature?

- Property Rights
- Corporate Espionage
- Budget Limitations
- Lack of Social Interaction

What obstacles are reported by users?

	Frequency	Percentage	Valid Percentage	Cumulative percentage
Very easy to use	4	5.3	5.4	5.4
Easy to use	32	42.7	43.2	48.6
Neither easy nor difficult to use	32	42.7	43.2	91.9
Difficult to use	6	8.0	8.1	100.0
	75	100.0		

Challenge Academy as an employability/ entrepreneurship framework to universities

Higher Education
Institution &
Research Centres


Private, Public & Non
Profit Organizations


Challenge Academy


Students and
Academics

Students Careers

Description graphics elements

 Practical
problems
to be solved.

 Theoretical
problems to be
worked out.

 Employability opportunities

Challenge Academy

- Communication hub;
- Engage students with organizations;
- A reference point and tool for academics to publish topics to be solved – Dissertation themes;
- A reference point for companies to publish their challenges;
- A tool to improve and optimize solutions and generate innovative ideas

Higher Education Institutions

- Foster a positive environment for academics and students innovate;
- Create a pool of young researchers to continue their studies at MSc or PHD levels;
- Adjust course contents to the market needs;
- Develop applied research.

e-platform

Private, Public & Non Profit Institutions

- Saving time and money to select the appropriate students/ academics to provide ideas;

e-platform

- Create a first consultation pool and then through filtering a top-league pool of students;
- To increase the cooperation between them and Higher Education Institutions;
- Employer branding

e-platform

- Connect with real problems;
- Receive awards and financial support for research projects;
- Develop and increase professional qualifications;
- Contact with companies, students and academics from other countries.

e-platform

- Create synergies between universities and companies through students' career orientation;
- Support students with writing a market-oriented CV;
- Gain knowledge about the organizational reality and the skills required;

How can you help Challenge Academy?

By giving us ideas about how to improve the Challenge Academy! info.challengeacademy@iscte.pt

By registering yourself and present solutions or challenges! <http://challengeacademy.eu>

CHALLENGE ACADEMY IS the ACADEMIA BEST FRIEND

The future

Universities registered will have a backoffice to manage their users

The platform will have rewards to improve the participation and public badges

The participation will be a game

Will be connected with facebook

Some inspiration

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Presentation contents
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