

Open Genius



*COIN meets
Science 2.0*

opengenius.org

Good old time rules



- **Research is not a choice**
the main driver of economical development, of innovation and social wealth is research
- **The problems are (always) the same**
 - lack of economical resources
 - huge information gap between public and research
 - absence of support for innovative research
 - difficult access towards funding

Towards Science 2.0



- The emergence of Web 2.0 has resulted in a number of new communication and participation tools, which can be effectively used to improve the productivity of the scientific community:
 - *Research Gate* (<http://www.researchgate.net/>)
 - *Science Collaboration* (<http://sciencecollaboration.org/>)
 - *Labmeeting* (<http://www.labmeeting.com/>)
 - *Openwetware* (<http://openwetware.org/>)

TO KNOW MORE ABOUT SCIENCE 2.0 JOIN THE LINKEDIN GROUP:

http://www.linkedin.com/groups/Science-20-1032577?gid=1032577&trk=hb_side_g

New business scenario



- **Crowd funding**

Not just a recent trend, a powerful channel with engaged communities capable to generate impressive budgets with the scope to source social projects

- **Open innovation**

faster, cheaper and smarter, today innovation is a cross capability easily available for everyone

Successful crowdfunding initiatives

KICKSTARTER

Kickstarter is the largest funding platform for creative projects in the world. Each and every month, tens of thousands of amazing people pledge millions of dollars to projects from the worlds of music, film, art, technology, design, food, publishing and other creative fields.

A NEW WAY TO

Fund & Follow Creativity

Funded!



Sea Monster: a 3-D stereoscopic web series exploring new film grammar.

by Gray Miller

Deadline tonight !! 8 hrs to go-- See us at SXSW 3DIY! A DIY stereoscopic 3-D, Moby Dick-inspired web series, that invents new 3-D film grammar.

Film/Video New York, NY

\$5,009 PLEDGED 100% FUNDED 47 BACKERS FUNDED MAR 15, 2010

expert wrong about what would and wouldn't work in retailing.

It's the ultimate Kickstarter success story. Unable to secure a manufacturer, the Chicago-based designer **Scott Wilson** placed his TikTok and LunaTik wristbands -- which convert the Nano into a watch -- on the funding site. Within a month, he raised nearly \$1 million from 13,500 backers -- a Kickstarter record. All of a sudden, retailers came calling, including the most prestigious of all: Apple, which is rolling out the wristbands in North American stores this week.



loans that change lives



Latest: Quirky and H&M Announce Partnership

Shop Invent Influence Learn Community Blog

LET'S DESIGN AN AMAZING BACK TO COLLEGE PRODUCT LINE WITH OUR FRIENDS AT BED BATH & BEYOND



BED BATH & BEYOND

spot.us



community funded reporting



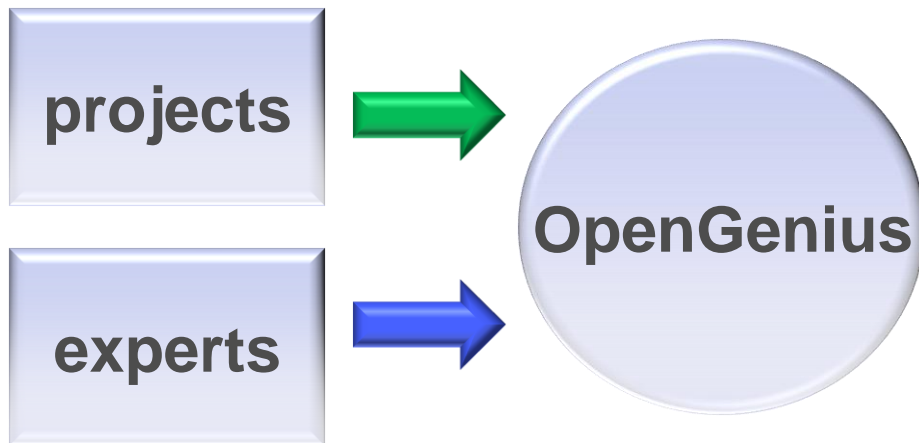
we are ready for this challenge

Open Genius

is based on a simple and unique idea

**we make qualitative research
projects available to public and
facilitate the funding through a
global and highly motivated
community**

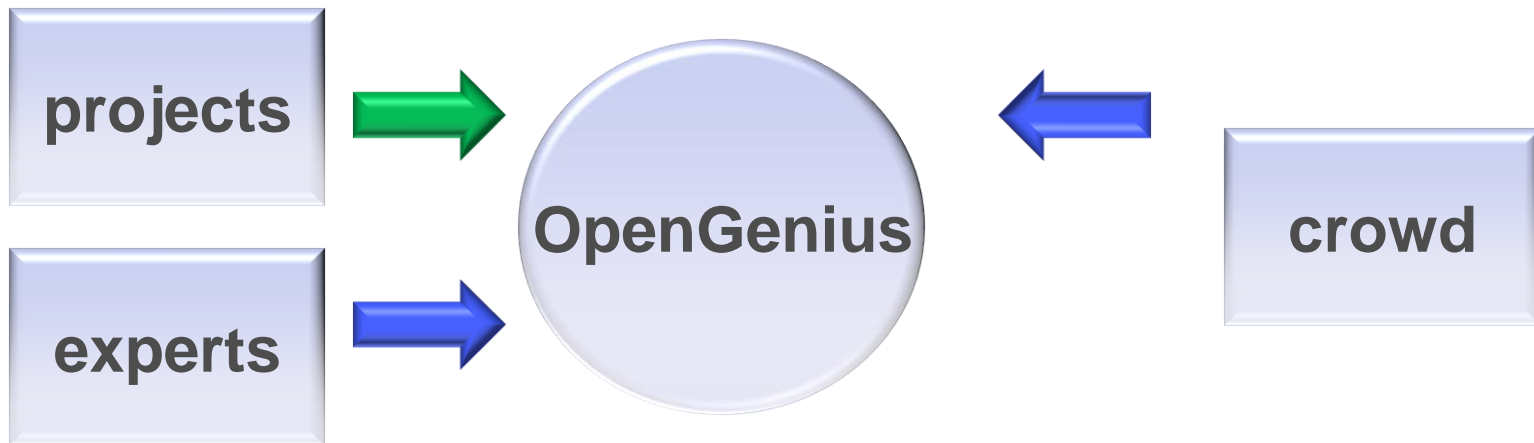
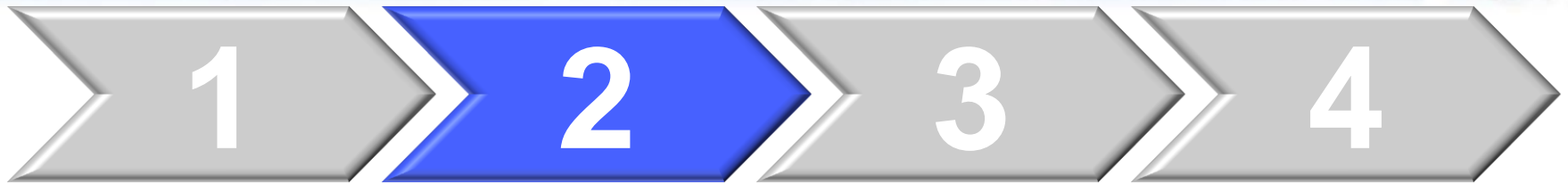
Service model



PROPOSE

scientist/foundations propose its projects and introduce its expert solvers linked to the project

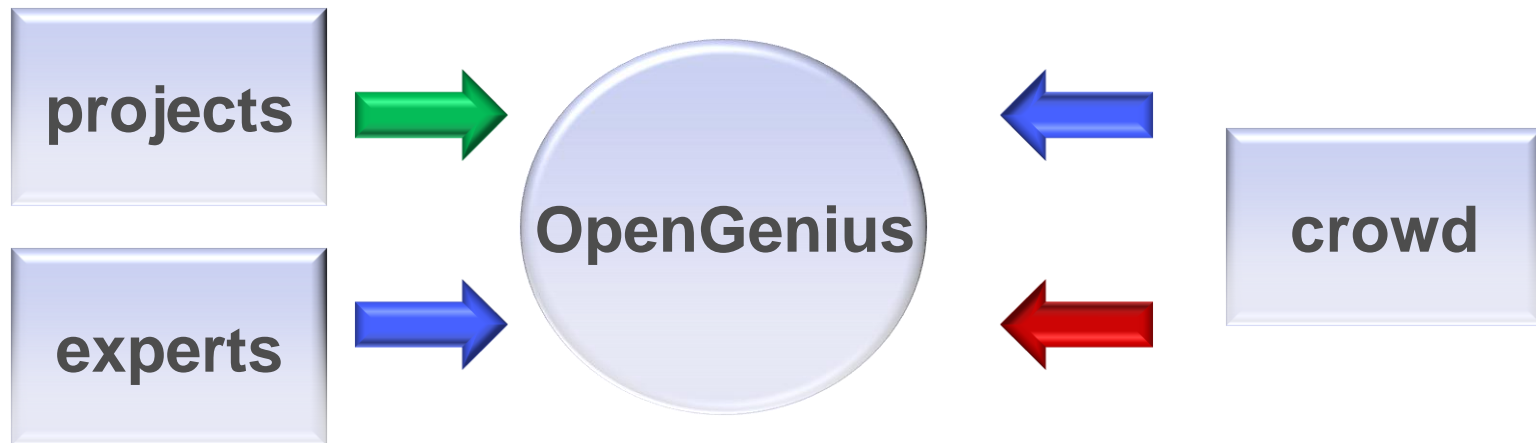
Service model



PEER REVIEW

the crowd e.g. scientist, enterprises or private experts qualify the projects for the public if needed

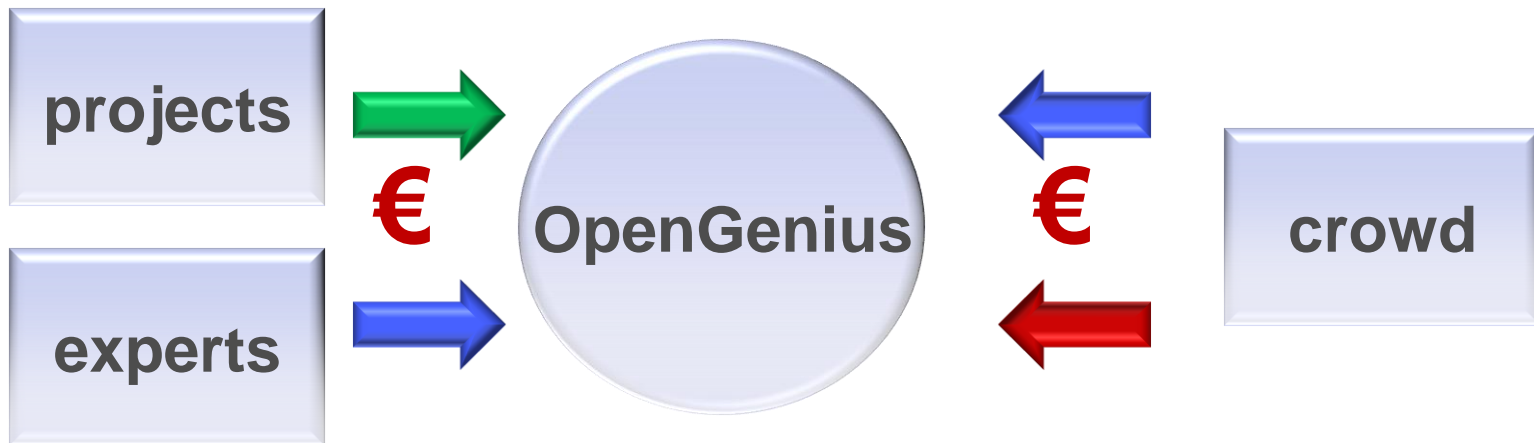
Service model



FUNDING

crowd selects its preferred project and sustains the conclusion of the project through funding

Service model



MONEY

**All are happy having achieved their objective
and they pay some money for the service**

NEEDS

ENGAGE WITH SOCIETY

**REDUCE ACADEMIC
POVERTY**

UNLOCK TALENTS

**SUPPORT HIGH-RISKS
IDEAS**

GOALS

**CONNECT THE SUPPLY
AND DEMAND SIDES
OF KNOWLEDGE AND
TALENT**

**CREATE A
MARKETPLACE FOR
RESEARCH**

**SCIENTIFIC HEAD-
HUNTING**

**EARLY
IDENTIFICATION OF
POTENTIAL
BREAKTHROUGHS**

MEANS

*open social
networks for
research*

philantropy 2.0

p2p reviews

***OPEN
GENIUS***

SOCIAL ECOSYSTEM

PUBLIC & PRIVATE STAKEHOLDERS



GROUPS AND COMMUNITIES

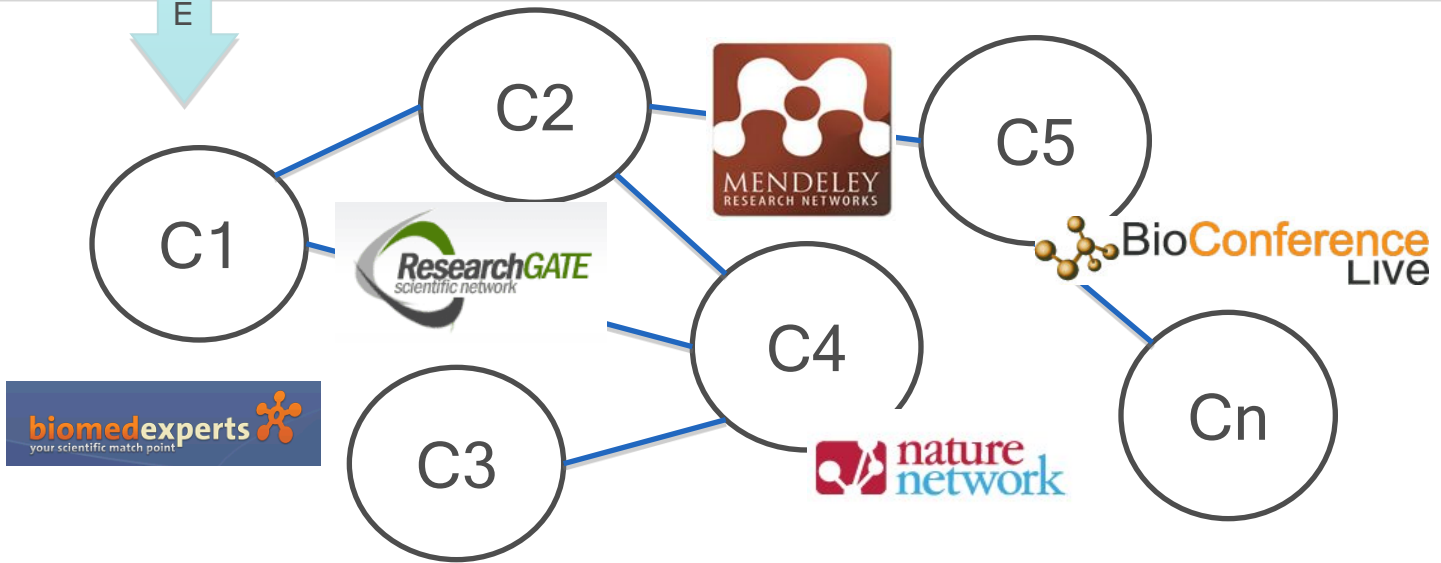


KNOWLEDGE OFFER

KNOWLEDGE DEMAND



OPEN GENIUS / COIN



SCIENTIFIC ECOSYSTEM

Relevance with COIN



- COIN offers a unique opportunity to **turn the Open Genius vision into reality**
- COIN offers an **integrated service framework** including social networking interaction, knowledge assets access and business process management
- the very goal of the COIN system is to develop new novel services able to support **information, knowledge and interoperability as well as collaborative processes** in different business contexts

Benefits to COIN



- OG requires the multi-enterprise collaboration environment provided by COIN in order to support the **interaction between multiple stakeholders** (citizens' associations, funding agencies, research centres, communities of experts)
- By leveraging on the **self-adaptive capabilities of COIN** OG has the potential to become the **most innovative Science 2.0 initiative worldwide**

Case study: rare diseases



- OG+COIN will allow **rare disease researchers to connect with patients' communities** and associations in order to find the necessary resources to **fund high-quality scientific projects**
- The **COIN services** will enable these researchers to create networks of excellence, collaborate on common projects, share experience and training, disseminate knowledge in order to promote optimal prevention, diagnosis and treatment of rare diseases

COIN integration



- The Open Genius project can get significant benefit in **collaborating with COIN** and in utilizing its specific EI/EC services
- Actually, the Open Genius platform does not include a **set of collaboration services** such as collaborative planning, asynchronous meeting, management etc, which could provide an important added value to the current crowdfunding solution

Development strategy



- generate **critical mass of projects**
- establish Open Genius as the **keyaddress for Science 2.0** and successful crowdfunding
- enlarge the market to **European scale**
- achieve a critical mass of **qualified experts**
- become the international reference for **accelerated research** and open innovation

Involving stakeholders

innovate the social contract between science and society

involve citizens in the evaluation of research outcomes



improve public understanding of science

allow citizens to define research priorities

Quality guarantee

CITIZENS



innovative mechanisms for peer review

continuous monitoring of research outcomes



SCIENTISTS



OPEN GENIUS SERVICES

indexes/proxies for scientific impact and reputation



INDUSTRY



flexible IPR management



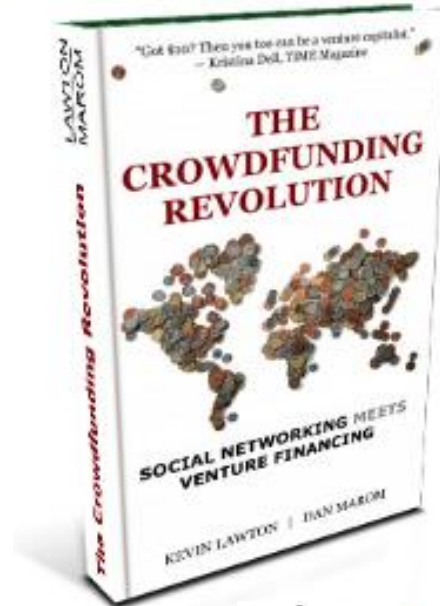
RESEARCH ORGANIZATIONS



open access to data and publications

OG in the press

The New York Times
ON THE WEB



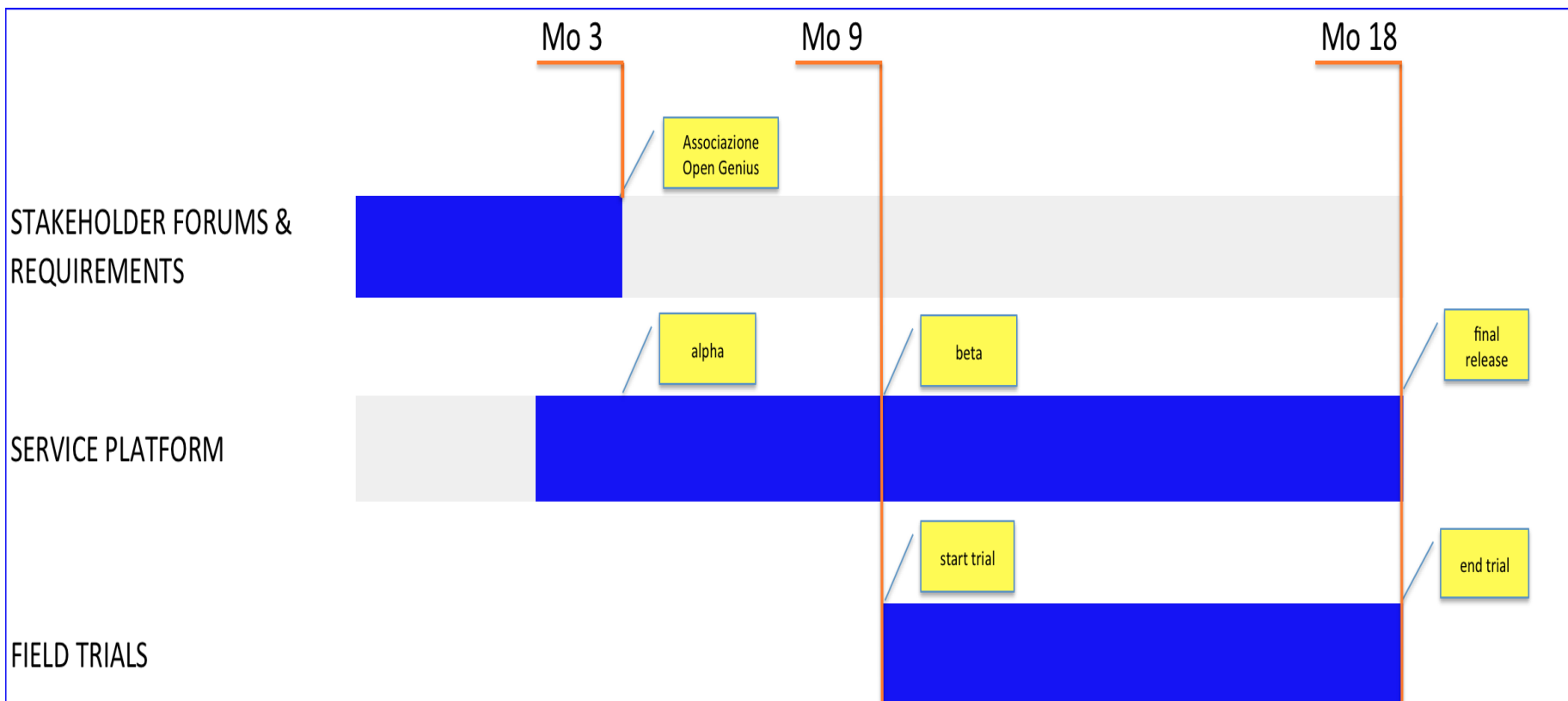
DIE ZEIT



ROMA
EXPLORER
Finanziamenti



Development plan



Field trial partnership:

UNIAMO FIRM ONLUS

The team



Open Genius is a not-for profit initiative in collaboration with the following organizations:

- *Catholic University of Milan, Italy*
- *Institute of Clinical Physiology – National Research Council of Italy*
- *UNIAMO – National Alliance for Rare Diseases*
- *Department of Computer and System Sciences – La Sapienza University of Rome*

ANNEX 1 – alpha preview

OpenGenius

Crowd Funding

About Projects


Site Directory

Search sites... Search

All Sites 3


Order By: Last Active

Viewing site 1 to 3 (of 3 sites)




OpenGenius
active 2 weeks, 1 day ago

Latest Post: [W Open Genius](#)



il mio progetto
active 1 month ago



Progetto 1
active 1 month, 2 weeks ago

Donations to OpenGenius

To start connecting please log in first.

Username
admin

Password
.....

Remember Me

Log In

To start connecting please log in first.

Username
admin