How to Buy Something that Hasn’t Been Invented, Yet:

Engaging the Start-Up Community to Create Innovation and Entrepreneurship
The Start-Up in Residence program helps governments find the best innovators to address challenges over 16 weeks.
The Arc of the RFP

Use of the Request for Proposal

1990  2000  2010  2020
The Arc of the RFP

Openness to Innovation

1990  2000  2010  2020
Why Use Challenge-based Procurement

“Challenge-based procurement limits the government’s risk by requiring the government to express its needs in terms of concrete challenges. This type of acquisition encourages new players to participate and creates a level playing field for all involved. It provides a path to obtaining superior solutions…”

- Office of Science and Technology Policy, White House
What is Challenge-Based Procurement?

**Traditional**
- Government identifies **solution**
- Evaluate paper proposals

**The New RFP**
- Government identifies **problem**
- Evaluate prototype / proof of concept demonstrations
The Procurement Workflow

COLLECT CHALLENGES
- Provides resources to cities to write well-scoped challenges
- Each government is part of cohort
- Government are asked to have budget against challenges

OPEN APPLICATION
- Application set up as an open and competitive RFP that takes 60-120 minutes to fill out
- A custom application for each challenge and organization managed by the STIR team

EVALUATE AND MATCH
- Governments review and rank startups applications – startups don’t have to be from the government they are matched with
- Governments interview top startups then select

RESIDENCY
- Governments and startups work together for 16 weeks
- Governments and Startups gain access to the STIR Learning portal’s trainings, webinars, workshops, and mentoring.
- The STIR network provides opportunities for learning, training, sharing and networking.
- Teams share out their outcome at Demo Day
## Comparing Approaches

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<tr>
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<th>Tomorrow’s RFP</th>
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Emergency Shelter Pre-Registration / Processing

How might we improve emergency shelter pre-registration and processing so that we are more successful based on increased health and safety of our citizens in need of emergency shelter, increased registration volume, decreased processing times, and overall improved resident preparedness before, during, and after an emergency event?
Emergency Shelter Pre-Registration / Processing

How might we improve emergency shelter pre-registration and processing so that we are more successful based on increased health and safety of our citizens in need of emergency shelter, increased registration volume, decreased processing times, and overall improved resident preparedness before, during, and after an emergency event?
Refuse Collection Monitoring

How might we implement a real time refuse collection monitoring system to eliminate missed garbage can collections?
Refuse Collection Monitoring

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Freedom of Information Act Management

How might we improve our FOIA tracking, sorting, and response processes so that we are more successful at efficient use of resources, measuring our performance, providing information to our residents, and increased responsiveness and transparency?
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Starting and Growing a Business in Norfolk

How might we streamline the process of starting and growing a business in Norfolk so that the business resources are more accessible and easier to navigate for everyone seeking to create economic growth through business ownership?
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Improved Resident Decision-making Around Flooding

How might we reduce financial risk to residents due to flooding so that we are more successful delivering fact-based information to residents and enabling them to make informed decisions to protect their property?
Improved Resident Decision-making Around Flooding

How might we reduce financial risk to residents due to flooding so that we are more successful in delivering fact-based information to residents and enabling them to make informed decisions to protect their property?
The Hardest Things

Partial Completion and Extensions of the Residency

Final Scope Documents

Defining Ongoing Marketing Support

Price – Price - Price

Defining Future Development Costs
STIR, by Numbers

- 28 Governments in the network
- >1000 Startups have competed to join the program
- 86 Of the best startups selected by governments to participate in the program
- 73% Contracts secured between startups and govt following the STIR program
## STiR Government Partners

### Cities
- Boulder, CO
- Edmonton, Canada
- Fremont, CA
- Glendale, CA
- Henderson, NV
- Las Vegas, NV
- Long Beach, CA
- Los Angeles, CA
- Mobile, AL
- Napa, CA
- Norfolk, VA

### Counties
- Oakland, CA
- Peoria, IL
- Portland, OR
- Sacramento, CA
- San Diego, CA
- San Francisco, CA
- San Jose, CA
- San Leandro, CA
- Syracuse, NY
- Walnut Creek, CA
- West Sacramento, CA

### Regional Transit Authorities
- Bay Area Rapid Transit (BART)
- Massachusetts Bay Transportation Authority
- Metropolitan Transportation Commission (Bay Area)
- Memphis Area Transit Authority
- Regional Transportation Commission (Southern Nevada)

### States
- California
- Vermont
Government agencies have the opportunity to co-develop customized solutions that meet their specific needs.

Unlock Innovation by attracting the best startups that can help you rapidly address your challenges.

Streamline procurement to make it easy for departments to issue challenge-based procurement.

Foster culture change by having staff directly engage with innovators and learn new problem-solving approaches.
Thank you!
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