



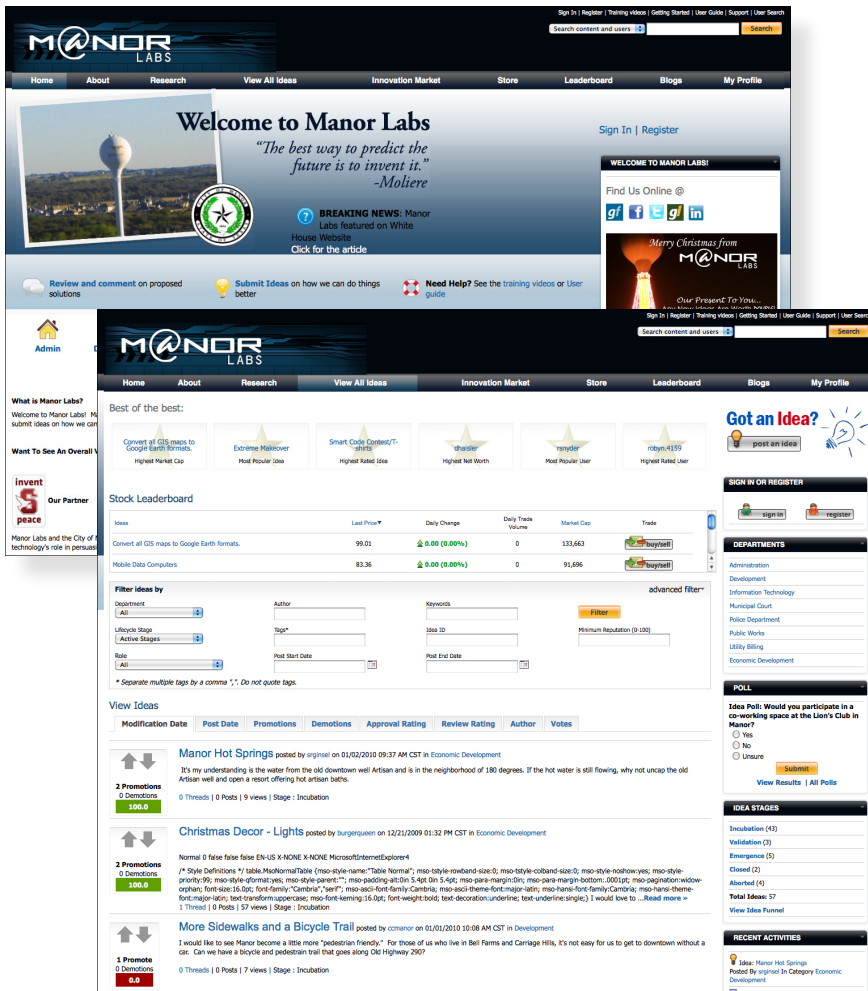
MANOR LABS USE CASE

Challenges

- Need to marry the R&D division of Manor Labs with the City of Manor citizens.
- How to bring disengaged citizens into the larger discussion for improving government services and infrastructure.
- Creating a compelling case for the importance of social media tools and government
- Creating connections across isolated and geographically dispersed organizations.
- Utilize new emerging technologies to better serve residents.

Solutions

- Established a common open innovation platform that has not only engaged citizens in the innovation process, but the political process as well.
- Citizens are now “engaged” in their local government. They have a platform that allows them to work hand-in-hand with city staff to make the community better.
- Collaboration with other agencies has provided an opportunity to share the R&D from Manor Labs to benefit other communities that are working on solving similar problems.
- Provide tangible rewards for participation on the platform such as: being mayor for a day, ride out with the Police Chief, rare custom-framed Texas flag.
- Generated 46 ideas and 2 fully implemented solutions after only 1 month of being active.
- Identified numerous internal and external processes that could be corrected to increase efficiency and cut costs.
- Implemented auto-debit for utility bills. Citizens have the ability to have their utility bill automatically drafted from their accounts each month. The service is now available for any citizen to sign up for.



The image shows three overlapping screenshots of the Manor Labs website. The top screenshot is the homepage, featuring a navigation bar with 'Home', 'About', 'Research', 'View All Ideas', 'Innovation Market', 'Store', 'Leaderboard', 'Blogs', and 'My Profile'. A central banner reads 'Welcome to Manor Labs' with the quote 'The best way to predict the future is to invent it.' -Moliere. Below this are social media links and a 'Merry Christmas from MANOR LABS' message. The middle screenshot shows a 'Stock Leaderboard' with columns for 'Ideas', 'Last Price', 'Daily Change', 'Daily Trade Volume', and 'Market Cap'. It lists ideas like 'Convert all GIS maps to Google Earth formats' and 'Mobile Data Computers'. The bottom screenshot shows a list of ideas with filters for 'Department', 'Author', 'Keywords', 'Stage', and 'Rating'. It features three idea cards: 'Manor Hot Springs', 'Christmas Decor - Lights', and 'More Sidewalks and a Bicycle Trail', each with a 'Promotions' button and a 'Demotions' button.

Result

With the implementation of the open innovation platform, Manor Labs has been contacted by numerous government agencies from across the world to learn how they've turned ideas into solutions. Manor Labs is fast becoming a prime example of how open innovation has generated successful results in a government setting.

