



## FAQ: 2016 DePuy Synthes Design Challenge

### I. Logistics

#### A. What is the DePuy Synthes Spark Design Challenge?

The Spark initiative, a DePuy Synthes-specific idea repository and collaboration platform, is holding its first design challenge across DePuy Synthes to help encourage transformative ideas for our organization's unmet needs.

#### B. Who can participate?

Any DePuy Synthes employee can submit ideas. We will create accounts for all R&D/marketing personnel. If you know someone else who is interested, please send an e-mail to Varun Ramdevan ([vramdeva@ITS.JNJ.com](mailto:vramdeva@ITS.JNJ.com)).

#### C. Submission Format

Users must submit their ideas as posts on Spark with a detailed description of the solution, how it services a critical unmet need and their early approach to reducing the idea to prototype. All submissions must have uploaded sketches, pictures or visuals on the solution and/or the concept.

Members of the community may also post their own unmet needs and challenges. Are you facing a challenging problem in your daily work? Why not enlist 1,300 colleagues to help you solve the problem?

#### D. Submission deadline

All ideas must be submitted by Dec 16<sup>th</sup> 2016 to enter the Design Challenge.

#### E. Funding

HCL Technologies (an IT engineering consulting firm) has offered to do \$1MM of pro bono consulting work for Johnson & Johnson Medical Devices. The Spark initiative in DePuy Synthes has been given \$100k to perform feasibility work on novel solutions.

#### F. Idea selection process

The selection committee consists of technology-minded individuals across DePuy Synthes. Their goal is to select the most promising concepts from the design challenge in collaboration with HCL Technologies. The selection committee will make an effort to balance the distribution of the \$100k of sponsored funding among Joint Reconstruction, Spine, Trauma/CMF and Sports Medicine. The selection and notification process will occur before January 31<sup>st</sup>, 2017.

#### G. Selection committee members:

- Dan Auger – Warsaw, IN – Distinguished Engineering Fellow, Front End R&D
- Filip Leszko – West Chester, PA – Staff Engineer, Front End R&D
- Mike O'Neil – Raynham, MA – Principal Engineer, Spine

- Doug Bireley – Raynham, MA – Global Marketing Director, Spine
- Chris Hunt – Leeds, UK – Principal Engineer, Front End R&D
- Mike Cusick – Warsaw, IN – Group Product Director, Hips
- Matt Dressler – Warsaw, IN – Principal Engineer, Front End R&D
- Ross Winney – Warsaw, IN – Product Director, Knees

#### **H. Tips for having your idea selected**

1. While any idea can be submitted for the Design Challenge, solutions which are linked to Unmet Needs listed in Spark will have higher preference.
  - a. To filter posts by “Unmet Needs” go to your Spark home screen and click “Show: All Posts.” A drop-down will appear. Select “Unmet Need” along with categories (e.g. Biomaterials, Spine, Trauma) that interest you.
  - b. To link to a particular unmet need, click the “Add Post Link” button while writing a new idea. This will bring up a list of the last six posts you’ve viewed. Select the one you would like to link with and your response will be tied to that post in the Spark database.
2. Drive traffic to your idea. Share the link with others in your group and start a conversation. Ideas with the most likes, comments and page views will have a better chance of being selected for funding.
3. Ideas should be unique and actionable. When explaining your idea, try to explain what is needed to explore the concept and reduce the idea to an early-stage prototype.

## **II. Community Rules**

### **A. Strive to be an active participant**

Spark’s main goal is collaboration and cross-pollination across our company to help generate and build ideas. Participants must not only encourage feedback for their ideas but also share their feedback and support the ideas of others. Submissions with the most likes, shares and comments from community members are more likely to be selected by the judges.

### **B. Build upon one another’s ideas**

When you submit an idea in Spark, you can link it to another post. This functionality allows you to tie your idea directly with an unmet need. You may also use this functionality to build on the ideas of others. See a concept you can improve? Sketch the improvement, upload your drawing, and link to the earlier post. The initial submitter, along with others who have commented on and liked the original idea, will be notified of your new contribution.

### **C. Be respectful and collaborative**

Help us preserve a respectful and collaborative environment within the Spark community. Your impact to this community can initiate transformative changes to not just the lives of patients, but to the passions of your peers at J&J. The Spark panel will strongly appreciate a “Yes...and”



attitude towards ideas in the community. Spark is meant to be a virtual brainstorming platform, hence apply brainstorming rules (e.g. try to build on other people's ideas, rather than criticizing them).

**D. Submit ideas as a team**

If more than one person is to take credit for the inception of an idea, feel free to submit as a team. Along with details on the idea, mention the names of members of your core team. Each member of the core team must however, actively participate in collecting and gathering feedback for ideas in the Spark community.

**E. Zero tolerance for plagiarism**

If your idea is inspired by an existing product/solution/idea, please share the source. We appreciate inspiration and also want to respect the work of others.

**F. Prepare to pitch your idea**

As Spark helps you build your idea, think about how you might pitch it. We expect you to be able to explain your idea to anyone who is struggling to grab hold of it, or to the Spark selection committee if requested.