

Freelancer.com jointly wins US\$25 million NASA Open Innovation contract

SAN FRANCISCO, California - 4 June 2020: The National Aeronautics and Space Administration ([NASA](#)) today announced that [Freelancer.com](#) has won the joint US\$25 million NASA Open Innovation Services 2 (NOIS2) tender. Under the contract, Freelancer.com will help NASA crowdsource talent to design innovative tools and technology for its new era of space exploration.

NASA has used open innovation, specifically in the form of public challenges since the launch of the Centennial Challenges Program in 2005. Since 2011, NASA's Center of Excellence for Collaborative Innovation (CoECI) has been working to mature its experience primarily focused on the use of procurement-based public challenges. Across the agency, however, interest continues to grow in the broader use of crowdsourcing as a tool to help NASA meet its mission. [Under NOIS2 issued by the NASA Johnson Space Center](#), CoECI is seeking to expand the capabilities and expertise it provides to NASA, as well as other federal agencies, in the successful use of crowdsourcing.

Steven N. Rader, Deputy Manager of NASA's Center of Excellence for Collaborative Innovation (CoECI), said, "Crowdsourcing is a very good tool for public engagement with NASA. Our approach with NOIS2 is designed to encourage the crowd to work on some of NASA's most compelling matters, making them feel they are a part of the mission. We want to tap into the diverse talents available around the world, made possible through crowdsourcing."



**THIS NASA RADIATION
HEAT SHIELD
DESIGN COST \$500**



\$500 USD

Under NOIS2, NASA aims to further:

Crowd-based Challenges and Prize Competitions: competition-based activities that use a focused problem-statement approach and crowdsourcing, rather than specifically identified individuals or groups, to obtain solutions and/or stimulate innovation.

Crowd-based Freelance Projects: the process to select and manage individuals, teams, and/or talent pools (members of the crowd/community) best equipped to work on and deliver solutions and/or stimulate innovation.

Crowd-based Micro-task and/or Freelance work: the process of splitting a large job into small tasks that can be distributed, over the internet, to many people (members of the crowd/community).

Other Crowd-Based Methods: other crowdsourcing-based methods not covered above that would provide solution(s) or stimulate innovation.

Matt Barrie, Chief Executive of Freelancer Limited said “I am excited to deepen our relationship with the NASA & the Center of Excellence for Collaborative Innovation. We have been working together since 2015 to solve a range of complex problems being faced by astronauts on the cutting edge of space exploration. Today, we will be taking this to the next level, and there is no higher honour than to be able to support the United States space program”.

Previously, NASA co-authored a paper with Freelancer on their experience with the platform, entitled “Surprising results from large crowds using Micro-Purchase Challenges - using contests on freelancing communities to source innovative, impactful and cost-effective solutions”¹. Since 2015, over 13,000 product designs have been crowdsourced from over 6,000 freelancers through Freelancer.com. This partnership has already spanned solutions from 3D models used to train the image recognition system for the Robonaut R2 robotic astronaut, design of a robotic arm including subsystems for the Astrobees cuboid free-flying robot, and a smartwatch mobile application designed for astronauts with a fully functional implementation of crew timeline, communications messages, timers and important station updates and heads up display for underwater spacewalk training.

The paper states the success of using the Freelancer platform with cost savings and quality. “CoECI’s [Center of Excellence for Collaborative Innovation] innovative, streamlined process [...] enabled quality and fast work turnaround with **extraordinary cost-savings (80% - 99%)** when compared to traditional methods. Furthermore, NASA implemented **a majority of the solutions (97%)** across a wide range of its federal space programs”.

About Freelancer ®

Twelve-time Webby award-winning [Freelancer.com](https://www.freelancer.com) (ASX: FLN) is the world’s largest freelancing and crowdsourcing marketplace by total number of users and projects posted. More than 44

¹ See paper here:

https://www.nasa.gov/sites/default/files/atoms/files/surprising_results_from_large_crowds_using_micro-purchase_challenges.pdf

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million registered users have posted over 17 million projects and contests to date in over 1,600 areas as diverse as website development, logo design, marketing, copywriting, astrophysics, aerospace engineering and manufacturing. Freelancer owns [Escrow.com](https://www.escrow.com/), the leading provider of secure online payments and online transaction management for consumers and businesses on the Internet with over US\$4.5 billion in transactions secured. Freelancer also owns [Freightlancer](https://www.freightlancer.com/), a global enterprise freight marketplace.

About NASA ® and the Center of Excellence for Collaborative Innovation (CoECI)

The National Aeronautics and Space Administration is an independent agency of the United States Federal Government responsible for the civilian space program, as well as aeronautics and space research. The Center of Excellence for Collaborative Innovation (CoECI) collaborates with innovators across NASA and the Federal Government to generate ideas and solve important problems by working with global communities via the NASA Tournament Lab.

<https://procurement.jsc.nasa.gov/nois2/>

Forward-looking statements

This document contains certain "forward-looking statements". The words "anticipate", "believe", "expect", "project", "forecast", "estimate", "outlook", "upside", "likely", "intend", "should", "could", "may", "target", "plan" and other similar expressions are intended to identify forward-looking statements. Indications of, and guidance on, future earnings and financial position and performance, including Freelancer's FY20 outlook, are also forward-looking statements, as are statements regarding Freelancer's plans and strategies and the development of the market. Such forward-looking statements are not guarantees of future performance and involve known and unknown risks, uncertainties and other factors, many of which are beyond the control of Freelancer, which may cause actual results to differ materially from those expressed or implied in such statements. Freelancer cannot give any assurance or guarantee that the assumptions upon which management based its forward-looking statements will prove to be correct or exhaustive beyond the date of its making, or that Freelancer's business and operations will not be affected by other factors not currently foreseeable by management or beyond its control. Such forward-looking statements only speak as at the date of this announcement and Freelancer assumes no obligation to update such information. The release, publication or distribution of this document in jurisdictions outside Australia may be restricted by law. Any failure to comply with such restrictions may constitute a violation of applicable securities laws.

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Other resources

<https://beta.sam.gov/opp/8f79e82240694f74bd28f2664839c4a9/view>
<http://www.freelancer.com/nasa>

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