

USMC CoLab: *an alliance, a community, a new way to design and deliver to Marines faster*

USMC CoLab uses the power of crowdsourcing to collaboratively design new, practical products for the Marine Corps. You can help design the Marines' future by participating in the co-creation. A team of dedicated engineers and advanced manufacturing experts will turn the winning design into a prototype for Marines to test.

The CoLab begins January 2018.
Learn more at launchforth.io/USMC.

MARINES
THE FEW. THE PROUD.



USMC CoLab: *an alliance, a community, a new way to design and deliver to Marines faster*



1 > *DESIGN NEW MILITARY TECH*

YOU can join the USMC CoLab co-creation: brainstorm with the crowd, work with experts, and create innovative entries as individuals or teams

2 > *SUBMIT ENTRY, WIN CASH + CLOUT*

judges will select winners to receive a cash prize and a chance to continue bringing cutting-edge ideas to the Marines

3 > *SEE IDEAS BECOME PROTOTYPES*

our team of engineers and designers will bring the winning concept to life using advanced manufacturing and prototyping techniques

MARINES
THE FEW. THE PROUD.



with support from

 **Launch Forth**™

Deloitte.

SIEMENS

FATHOM

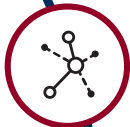
Co-create the next generation of USMC technology

USMC CoLab will crowdsource new ideas from communities like yours. the Marines want YOU to create the next generation of their technology.

how will you CoLab with the Marines?



Brainstorm: begin co-creating by exchanging ideas on the CoLab with other community members and select subject matter experts.



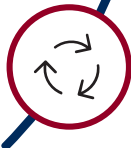
Compete: continue co-creating in the design challenge. Team up with other solvers to design new, innovative approaches to Marine Corps equipment.



Enter (and Win!): submit designs on the USMC CoLab page. Once validated, judges will select a winner who will receive a cash prize and get to see their design become a prototype.



Build: see our team create a fully operational prototype based on your design using the most advanced digital manufacturing techniques. We will employ digital thread technology so that the product constantly improves to meet the Marines' needs.



Continue Co-creating: stay involved by joining the Marines in their next CoLabs. Check the Launch Forth site for updates on completed challenges.

the first CoLab projects launch January 2018

LIGHT UTILTIY VEHICLE + UNMANNED CARGO DISTRIBUTION SYSTEM

MARINES
THE FEW. THE PROUD.



USMC FAQs: *frequently asked questions on co-creation, partnerships, and more*

Q1 > *Why crowdsource?*

A > Crowdsourcing brings different perspectives into the conversation to stimulate broader, more robust solutions to the problems we are trying to solve.

2 > *Why digital thread?*

> Digital thread technology used by the CoLab will record performance data, refine product design, and improve product quality. The digital thread will develop a digital twin of the product that will enable a deeper understanding of performance and continuous improvement.

3 > *What are the CoLab products?*

> The CoLab products are a *lightweight utility vehicle* to carry Marines and small cargo across various terrains and an *unmanned cargo distribution system* to safely and quickly deliver supplies.

4 > *Can I submit a finished product?*

> You can submit anything that falls within the challenge requirements. A completed design could be acceptable, provided it does not violate copyright, patents, IP, or laws.

5 > *Who can participate?*

> We encourage all interested to join, including current and former military personnel, government employees, and contractors. All participants must comply with the Terms and Conditions.

6 > *Why run CoLab with these contractors?*

> The contractors that were selected for this project represent expertise in a field that should support and guide the design challenge to success.

MARINES
THE FEW. THE PROUD.



with support from

 Launch Forth™

Deloitte.

SIEMENS

FATHOM