

## ABSTRACT

Companies and organizations are now required to be able to get many interesting and useful innovations every day so that they can compete and survive in their business process activities, so that the concept of open innovation is emerging as a solution. From this concept, an intermediary in the form of a website-based open innovation marketplace application as a forum for external parties to commercialize their ideas efficiently and effectively, where the application development method used is the waterfall model. The business process designed in this application is bidding, so that each innovation seeker can offer the price he wants to offer to compete for innovation from innovators.

**Keywords:** open innovation, marketplace, open innovation marketplace, website-based application, waterfall model, bidding