



# Challenge Design Worksheet

Adapted from USAID

## **Sponsor's Objectives**

- What are your intentions/goals for running the challenge, both the crowdsourcing activities and the contest?
- What type of Partners will be engaged?
- What leaders/actors have a stake in the success?
- What is success for the project sponsors? (ie. # of submitted ideas, quality of submissions, geographic diversity, # of community members, press coverage)
- What would be a success for participants? (ie. an opportunity to connect, solve, and collaborate? Learn? Raise capital? Build their resume? Pilot their solution)
- What ROI/value propositions are you looking for beyond the solution?

## **Call to Action**

- What are we asking participants to do?
- Is the emphasis on technology, development impact, business sustainability, or performance indicators?
- What deliverable form do we want the submission to take? (written concept, business plan, app, prototype)
- What submission criteria do we want to include?
- What stage of development are we looking at? (concept/idea, prototype, product development, market success, proven success)
- Are participants capable of and willing to offer up the deliverable without upfront payment?
- On what basis will we evaluate the submissions?

## **Target Participants and Motivations**

- Identify target participants (i.e. university students, geographies, other identifiers)
- Identify participant type (teams, organizations/universities, individuals)
- Identify eligible participants (size restrictions, legal restrictions, other restrictions)
- Identify participants' motivations/incentives for participating
- How would participants want IP issues treated
- Identify constraints that they may face in learning about the opportunity and/or participating

- Where and how can we reach these participants – existing communities, online and offline spaces and tools, email

### **Defining the Awards**

- What monetary and non-monetary awards would motivate the participants to participate?
- What awards structure (tiered, multiple, single, groups, teams)
- What number and cash amount of awards are available?
- Number and type of other rewards to offer for participation: (things like recognition and publicity, invitation and travel funds to participate in conferences or events, investment funds, TA, further support, pilot opportunities, etc.)
- What legal and contracting mechanisms can we use to transfer the various awards/funding to potential winners (i.e. Partnership funding, retroactive grants, milestone-based financing, technical assistance, cash prize?)

### **Reach and Recruitment**

- What is a successful participant community? size or diversity? How many contest participants do we need to get a credible range of submissions?
- What existing networks, marketing partners, and current online social communities can we leverage?
- What traditional and social media entry points should we target?
- How will we build marketing excitement over time? Around key milestones?
- What collateral and branded look would resonate with the participants?
- What assets and resources (human, financial, tools) do we have?

### **Vetting and Selection**

- How can you promote credibility, transparency, community growth, and excitement through the selection process?
- Selection Tiers (one, two or three-tiered)
- Public or private selection (general open community voting, voting blocks, and/or jury)
- What selection criteria should be used for selection?
- What stakeholders would be credible judges to the participants and would help amplify the reach and visibility of the participants?
- Will we do in-person, tele, or online voting? Will voting take place blind or open? Based on submission or further analysis or subsequent rounds?

### **Celebrating Progress**

- How do capture and celebrate the accomplishments of the challenge? Not just at the end but at key milestones, including launch, setting, and achievement of targets, finalists, winners, and impact?
- What ongoing related conferences and events can we leverage?

- How will we capture and disseminate the winners and their submissions?
- What resources will we provide to move the submission into the realization phase (if any)?

### **Last Big Questions**

- What are the intended and unintended outcomes of the challenge?
- What challenges are you likely to face? How can you plan to mitigate them?
- When does the challenge end? What is the signal?
- What success metrics can we establish? Who is watching? How can we best communicate with stakeholders?
- Is this a single challenge or a series? How do we create a feedback loop?
- Will we be lining up for the incubation, investment, and impact (REALIZATION) phase (if any)?