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100%Open Crowd Methodology Phase Breakdown & Seven Essential Modules.

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PHASE 1 - PLAN



Challenge Definition Workshop £10,000

Challenge Design including challenge objectives, challenge questions, incentives, timeline, stakeholder map, judging criteria, and recruitment plan.



Project Blueprint Workshop £10,000

Outlines the role of each stakeholder and the tools and processes they will use during the course of the project.



Challenge Toolkit £25,000

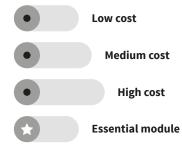
Produce a toolkit outline the challenge process to include templates, rules, guidelines, materials, tools and live training. This toolkit enables clients and partners to take on significant roles within the Crowd process.



Project Management and Support 15% of total project cost

Project management and logistical and administrative support throughout project (e.g 1 day per week over a minimum of 3 months).

Legend



PHASE 2 - SET UP



Ethnographic Research £25,000

Deep dive analysis and interviews (e.g. 10 interviews, 20 observations) and reporting on key insights and unmet needs for the category or market.



Social Listening Research £15,000

Analysis of social media or community comments (e.g. 10,000 comments in 1 language) in order to generate unmet needs and category or brand insights.



Platform License £4,000 / month

Specify, procure, host, and support a crowd platform (typically 3 months for 1,000 user licences).



Platform Design £5,000

Styling of platform, including banner design, colour scheme, imagery and newsletters.



Community Facilitation Training £3,000

Training package for client facilitators (e.g. 1 day training and materials - up to 5 facilitators - with 20 hours follow up coaching support).



Expert Facilitation £5,000

Identify, recruit and train facilitators that have domain expertise and influence and connections in the market or sector.



Communications Strategy £5,000

Create a communications strategy covering target audience and comms objectives, recruitment, crowd comms, public engagement, media channels and metrics for the whole crowd programme.



Network Building £10,000

Radar search of 250,000+ companies globally to identify top entrepreneurs for B2B challenges.



Recruitment £10,000

Identification of crowd members (e.g. 500+ consumers/citizens). Other Stakeholders: Identification of local partner and other relevant organisations.



PHASE 3 - LIVE COMMUNITY



Launch Communications Campaign £5,000

Launch recruitment campaign using social media, email and PR as appropriate.



Rewards and Incentives Management £10,000

Awarding and paying Community Incentives and Challenge Prizes.



Publicity £6,000

Raising awareness of the project using social and other media and in partnership with the client and other stakeholders.



Community Facilitation £5,000 / month

Real-time community facilitation including activity uploads, daily check-ins, weekly comms and monthly analysis (e.g. 2 facilitators over 3 months - 10 hours per week).



Communications Activation £5,000

Content origination and dissemination (e.g an animation, 10 blog posts 100 tweets, weekly newsletters, 2 press releases). Includes final communications with the Crowd and administering them for future contact.



Strategic Consulting £2,000 / month

Ongoing strategic consulting to adjust to circumstances and help with content origination and analysis (e.g. 1 day per week over 3 months).



Stakeholder Engagement Events £15,000 / event

Local stakeholder engagement meetings/events (e.g show-and-tell events for entrepreneurs or meet-ups for community members).



Vetting and Filtering of Submissions £8,000

Review, analysis and selection of submissions according to agreed criteria and support in finalising shortlist through a combination of community voting and expert judging.

PHASE 4 - PROPOSITION & PARTNERSHIP



Prototyping Workshop £10,000

Collaborative prototyping workshop to develop the short-listed propositions.



Prototype Development support £10,000

Support for finalists to produce visualizations and a protoyping plan for their product/service proposition.



Coaching and Mentoring of Finalists £15,000

Pitch preparation, coaching and support for finalists.



Grand Final Event £15,000 plus venue

Design, management, facilitation and hosting of Grand Final event.



Prototyping Support £25,000

Support for in-field or bench prototyping, piloting and testing of winning propositions in partnership with the client, for a maximum of 3 months post final.



Collaboration Agreements £10,000

Forming and negotating initial agreements between the winners and the client, for a maximum of 3 months post final. (e.g. an outline IP strategy, a 12 month project plan with agreed milestones and metrics).

PHASE 5 - LEGACY



Report and Analysis £10,000

Final report and infographics including quotes, stats, analysis and recommended next steps.

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