

100%Open  
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# 100%Open Crowd Methodology

Phase Breakdown & Seven Essential Modules.

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## PHASE 1 - PLAN

### ★ 1.1 Challenge Definition Workshop £10,000

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

### ● 1.2 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.

### ● 1.3 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.

### ★ 1.4 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

- Low cost
- Medium cost
- High cost
- ★ Essential module

## PHASE 2 - SET UP

### ● 2.1 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.

### ● 2.2 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.

### ★ 2.3 Platform License £4,000 / month

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

### ★ 2.4 Platform Design £5,000

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

### ● 2.5 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).

### ● 2.6 Expert Facilitation £5,000

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

### ● 2.7 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.

### ● 2.8 Network Building £10,000

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

### ★ 2.9 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

### ● 3.1 Launch Communications Campaign £5,000

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

### ● 3.2 Rewards and Incentives Management £10,000

Awarding and paying Community Incentives and Challenge Prizes.

### ● 3.3 Publicity £6,000

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

### ★ 3.4 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).

### ● 3.5 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.

### ● 3.6 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).

### ● 3.7 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).

### ★ 3.8 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

### ● 4.1 Prototyping Workshop £10,000

Collaborative prototyping workshop to develop the short-listed propositions.

### ● 4.2 Prototype Development support £10,000

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

### ● 4.3 Coaching and Mentoring of Finalists £15,000

Pitch preparation, coaching and support for finalists.

### ● 4.4 Grand Final Event £15,000 plus venue

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

### ● 4.5 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.

### ● 4.6 Collaboration Agreements £10,000

Forming and negotiating 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

### ● 5.1 Report and Analysis £10,000

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

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