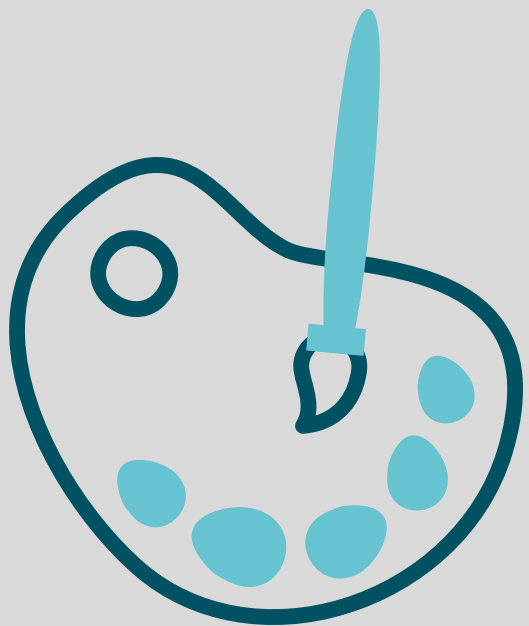# Design and Development

Rationale for the prize

Describe the context for your prize and the need you are trying to address, problem you are trying to solve, or opportunity you are trying to take

Prize statement or question

Define the challenge to which you want people to respond in a single sentence or two

Eligibility Criteria

Define who and who cannot participate in the competition

The prize and other incentives

Define the exact value of the cash prize (if there is one) and other financial and non-financial incentives

The prize structure

Describe how your prize process will work as a program (are there interim prizes or stage gates? Will you provide support?)

Assessment and judging method

Define the criteria you will choose to judge performance and note decisions about the assessment process

Prize platform decision

Will you use an online platform to run your prize? If so, what functionality do you need? Does the platform exist or will you build it?

Communications strategy

Outline how you will make likely participants and general public aware of the prize, how you will encourage involvement, and how you will shine a light on activities through the program

Ownership of IP

Clarify wether ownership remains with the participant or with your organization, or wether you will share this

Supporting adoption

Outline how you will support winning entrants to find and develop a market for their solution