Phase	Task	Responsible Party			
		InnoCentive	Seeker	Project Advisor	Solvers/ Crowd
1. Problem Selection					
a.	Initial training on Crowd-Solving using InnoCentive process		Support	Lead	
b.	Brainstorm problems to find ones big enough to matter AND suitable for crowd-solving		Lead	Lead	
c.	Draft "Challenge Template" for each targeted problem		Lead	Support	
d.	Prioritize "Challenge Templates" on 60-minute "Confidence Call"	Lead	Lead	Support	
e.	Select problems for crowd-solving		Lead	Support	
2. Challenge Definition					
a.	InnoCentive "Challenge-Design Consultant" leads Design Workshop (in-person) or multiple phone calls to create challenge definition	Lead	Lead	Support	
b.	Provide feedback to drafts of challenge definition		Lead	Support	
c.	Decide on a challenge prize amount	Support	Lead	Support	
d.	Create legal agreements re intellectual property	Lead	Lead	Support	
e.	Finalize challenge definition	Lead	Lead	Support	
3. Challenge Promotion & Open Period					
a.	Create and/or approve press release	Lead	Lead	Lead	
b.	Create social-media strategy	Lead	Lead	Support	
c.	Design supplemental marketing strategy to expand crowd size		Support	Lead	
d.	Execute supplemental marketing strategy		Support	Lead	
e.	Register for Challenge				Lead
f.	Create submissions to Challenge				Lead
g.	Track Solver registrations and submissions. Adjust marketing as necessary.		Support	Lead	
4. Challenge Judging - Round 1					
a.	Determine initial evaluation criteria		Lead	Support	
b.	Filter out all incomplete submissions	Lead			
c.	Read and score all complete submissions		Lead with 2-4 judges	Lead	
d.	Ask/receive answers on questions about submissions		Lead	Support	Lead
e.	Selection of semi-finalists/finalists		Lead	Support	
f.	If RTP challenge, write rejection note to each rejected submission.		Support	Lead	
5. Challenge Judging - Round 2+					
a.	If involving outside judges, target, recruit, and sign up individuals		Lead		
b.	Kickoff training for external judges	Lead	Lead	Support	
c.	Manage external judging process		Lead	Support	
d.	Ask/receive answers on questions about submissions		Lead	Support	Lead
e.	Select winning submissions based on all inputs collected		Lead	Support	
6. Award and Followup					
a.	Vet selected winners	Lead			
b.	(optional) Design marketing/promotion plan to announce winners		Lead	Support	
c.	Receive contact details of selected winners	Support	Lead		
d.	Pay challenge-award prizes	Lead	Support (provide funds)		
e.	Create internal plans to utilize intellectual property and learnings from challenge to deliver value to organization		Lead	Support	