



The Office of Investments  
in GSA's Technology  
Transformation Service (TTS)



We fund **ideas from public servants**  
for products and services that solve  
problems affecting the experience  
people have with the government.

10x invests in products and services that **possess groundbreaking ideas** or technology with the potential for significant return on investment. We're aiming for **10 times the value of the initial investment** to the federal government or the American public, measured through cost savings, improved efficiencies, or scale of impact.

10x funds products and services that scale widely or affect a significant portion of the U.S. population, whether or not the projects are cost-recoverable. Our approach is based on **modern venture capital practices** and is designed to **spend fewer taxpayer dollars** while also ensuring that the **best products and services** get funded.



## HOW IT WORKS

Discover how the 10x  
process works and what  
to expect at each  
funding stage.

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## SEE OUR PROJECTS

Get introduced to the 10x  
program, including what 10x is  
and how 10x is different.

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## SUBMIT A PITCH

Learn how you can  
submit an application  
for funding for  
your project.

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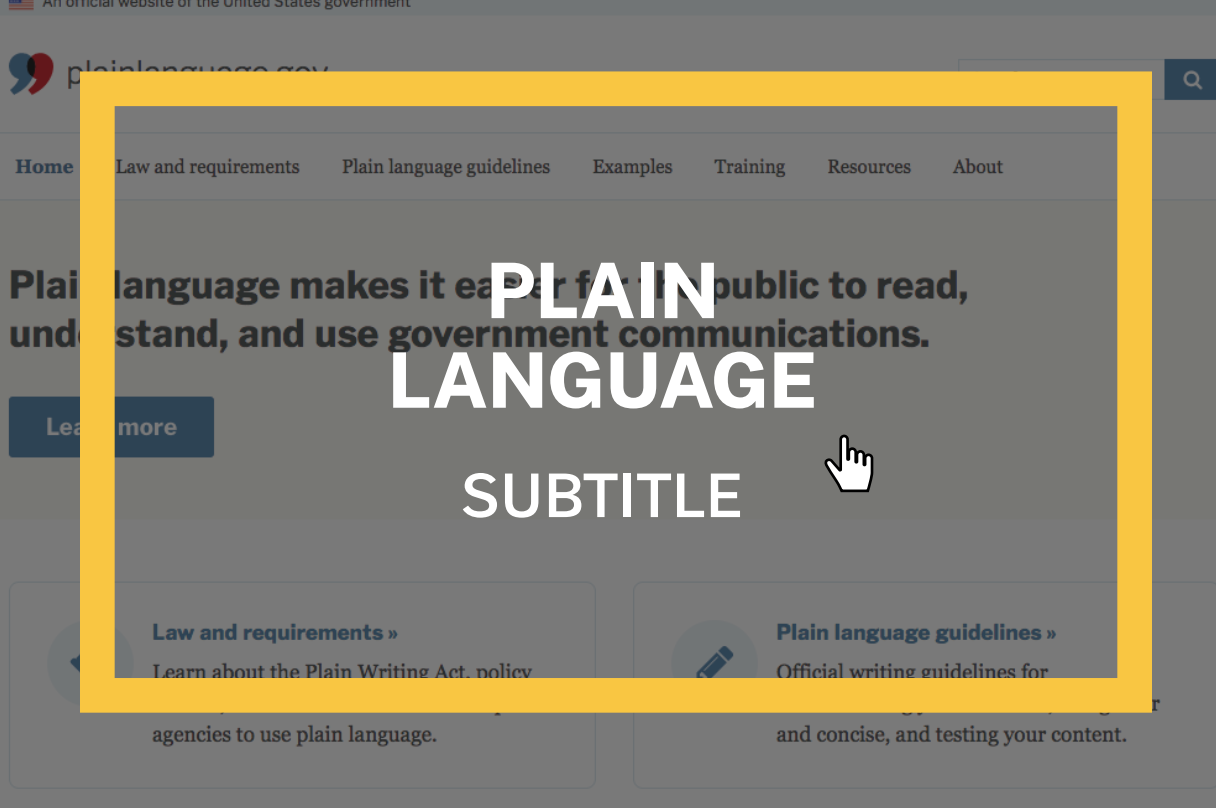
Do you have an idea you wish to pursue?  
Because we would love to hear about it.

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## PROJECT SPOTLIGHT

Want to see how other projects have approached the 10x  
process and the results those projects have yielded? View our  
10x case studies, which feature examples of funded 10x  
initiatives.

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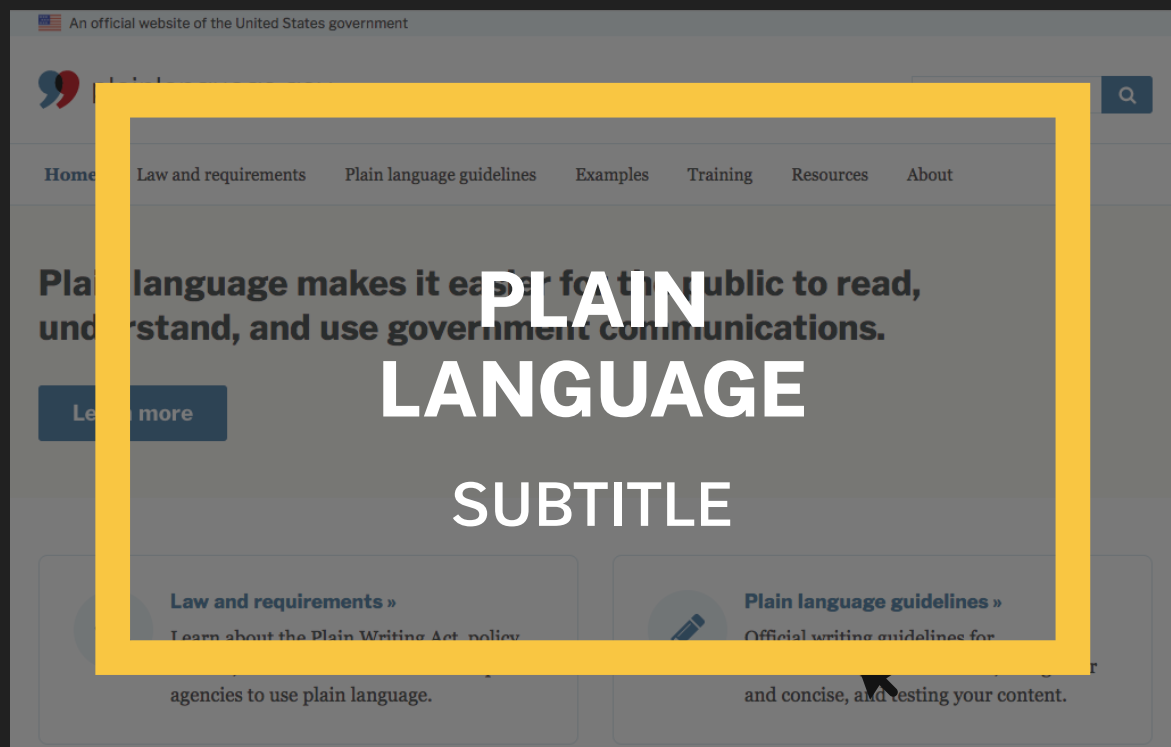
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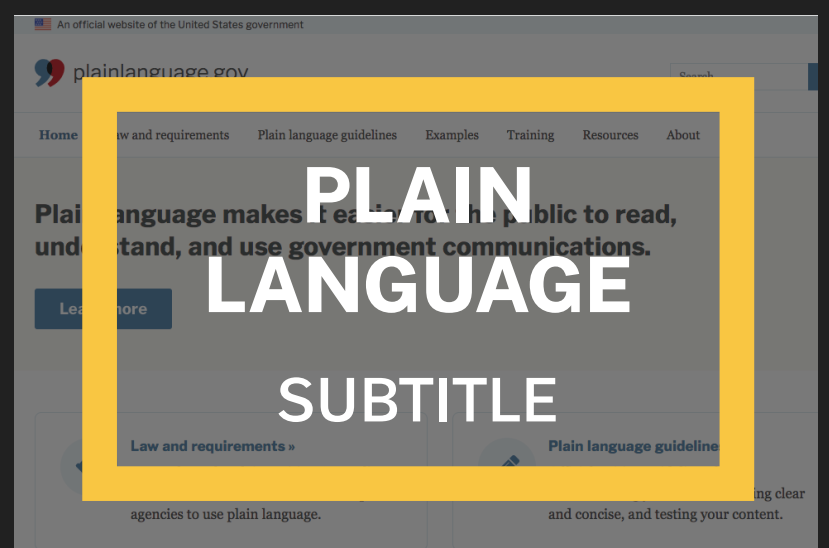
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# HOW 10x WORKS

10x is an **incremental investment fund inside the federal government**, which is a fancy way of saying that we start by giving you a smaller amount of money, with an expectation about what the output of spending that money should be. We use **your results from that investment** to determine whether or not to give you an additional, larger amount of funding for the next phase of work, **a process that can continue** through up to four phases.

## FUNDING MODEL

There are five separate funding phases (FY2018):

PHASE

00

Write 2–3 sentences to answer the question: “What problem are you trying to solve?” If your project is selected, it enters our investment process.

PHASE

01

INVESTIGATION \$20k

This phase is designed to quickly uncover risks, roadblocks, and opportunities for the project. You will have 2–3 weeks to explore the idea and define what it would take for it to be successful.

PHASE

02

DISCOVERY \$175k

A weeks-long research effort to develop a detailed understanding about the industry, problem, product and market fit, finances, timeline, regulatory environment, how you scale, and so on. The team will think comprehensively about what could go right and wrong, and will develop an initial strategy around each issue the project may face.

PHASE

03

DEVELOPMENT \$650k

Develop the product or service and begin to narrowly focus on a long-term sustainability strategy. This phase includes the development of a functional minimum viable product (MVP); at least one customer actively using the product; a product roadmap tied to a customer acquisition strategy; a long-term funding model; a data-backed market analysis and strategy; and a viable estimate of cost and effort required to design, build, deploy, and maintain the product over time.

PHASE

04

SCALE \$1.28m

If necessary, additional funding to help you significantly increase the number of people using the product.

## HOW IS THIS DIFFERENT?

The traditional way the government budgets for new technology is to specify a lump sum of money for a project to be spent over a period of months or years.

This approach sometimes results in continuing to spend money even after an agency or project lead determines that the project should not continue, simply because the budget already exists.

In contrast, 10x attempts to spend the smallest amount of funding necessary at each stage of a project to determine whether or not it's worth pursuing. Only one or two of every ten projects selected for funding will make their way into design and development work. This iterative approach to investing allows us to save money while ensuring that the products and services we fund meet a real, verifiable need in the federal marketplace.

## WHERE DOES THE MONEY COME FROM?

10x is the management vehicle for the Digital Services Fund, a portion of the Federal Citizen Services Fund designated to support new, good-for-government products and services. 10x invests the money appropriated into this fund into new ideas with the potential for significant impact across the government.

## PROJECT LOGISTICS



### Where do these Projects Live?

The Office of Products and Programs, part of the Technology Transformation Service, is the custodian of all products and services built through the 10x process, and makes the final determination about how a product or service will be supported once it has been successfully developed. TTS supports these products and services until we find a permanent home for them either within TTS, within GSA, or another agency.



### Title Sample Question

Leverage agile frameworks to provide a robust synopsis for high level overviews. Iterative approaches to corporate strategy foster collaborative thinking to further the overall value proposition.



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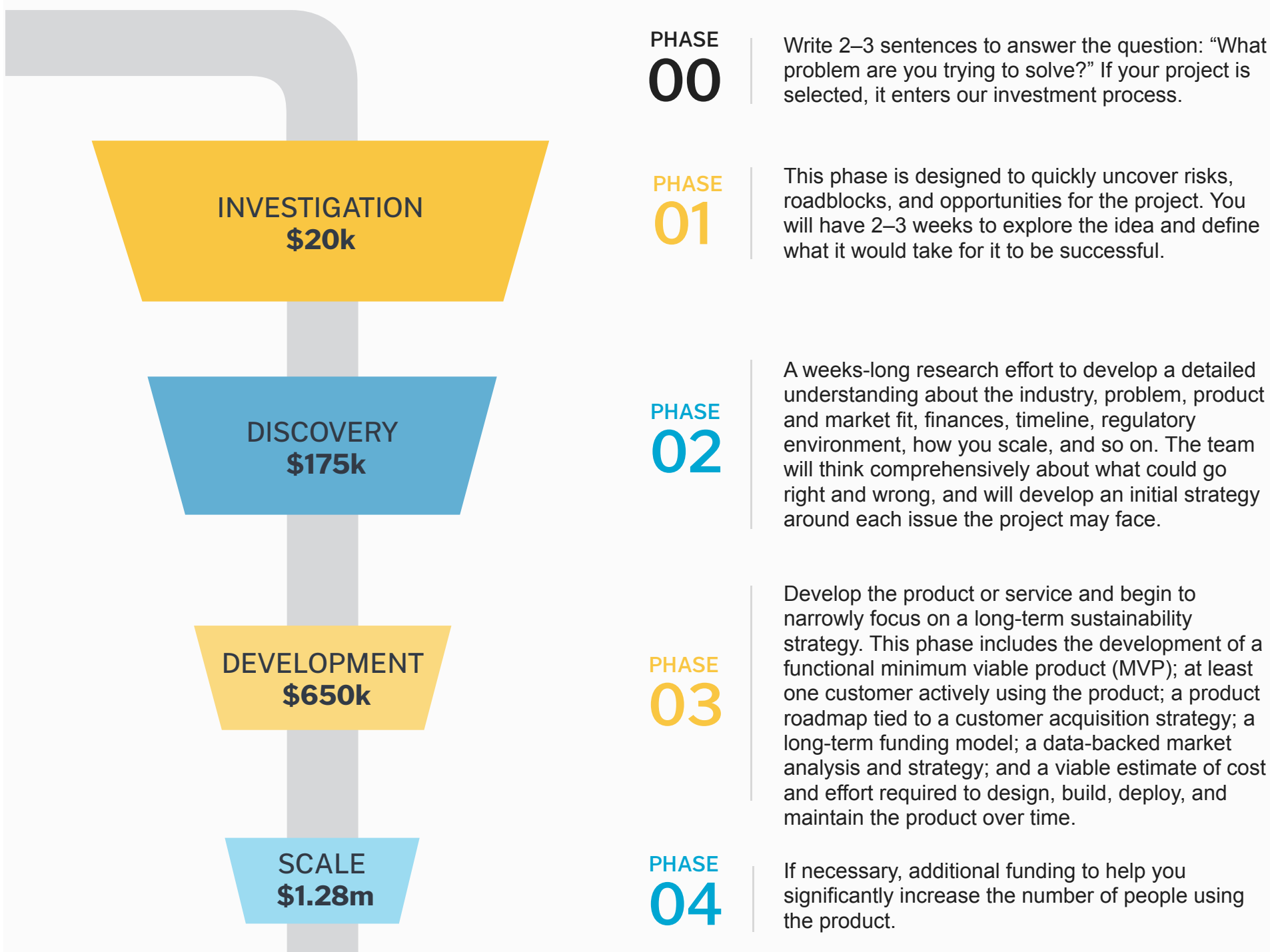


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