**Challenge.gov**

**Problem Definition & Prize Design Worksheet**

This provides a series of questions that are general guidelines for determining whether you should consider solving your agency problem with an incentive prize competition. This worksheet is not meant as a substitute for professional prize design -- all agencies are advised to work in partnership with professionals, mentors, and experienced program managers within the federal community of practice. The Challenge.gov team is available to consult with you on all of these aspects. If you are running your program on the Challenge.gov platform, the team will work in partnership with you to assist in developing and launching the program.

For an overview of the federal program, training materials and supporting resources, please see the detailed information in <https://www.challenge.gov/getting-started/>. For questions or to set up meetings with the team, contact [challenge@gsa.gov](mailto:challenge@gsa.gov).

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**Contact Name:**

**Agency and division:**

**Email:**

**Phone:**

**What is the problem you are trying to solve? (Define this as specifically as possible.)**

**Is there a solution or product currently available in the marketplace to solve this issue? If yes, why are you seeking a crowdsourced solution?**

**If no, why hasn’t it been solved before? (Within your agency or with outside experts/companies.)**

**Is this issue tied directly to a key agency mission? Or a critical problem that would positively affect the public by having it solved?**

**What is the outcome that you have set as a goal or expectation?**

**Do you plan to:**

1. **Buy the intellectual property of the solution (IP)**
2. **Licence the IP and leave ownership with the creator/solver**
3. **Have a requirement that all solutions are open source**
4. **Other**

**How much budget do you have for the overall challenge competition?**

**What incentives (cash and non-cash) do you plan to offer the solvers and winners?**

**What is your timeframe for development, launch, and close of the competition?**

**What level of staffing resources do you have available in the following areas?**

1. **Challenge program manager:**
2. **Legal:**
3. **Communications and social media:**
4. **Contract officer:**
5. **Financial:**
6. **Community engagement:**
7. **Program/subject matter experts:**
8. **Other:**

**What are the gaps in staffing and skills?**

**What is the legal authority under which you are going to run the crowdsourcing program?**

**What will your agency do with the solution once winners have been determined?**

**What does success look like during and after the competition?**

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**Secondary Questions**

**Do you have a logo, images, video assets or other materials that can be used on the challenge page and in promotional materials?**

**Who are your judges?**

**Are they innovative and diverse?**

**Have you considered FACA if non-gov judges are involved?**

**What are your judging criteria?**

**Has your program done research to determine what is already in market or in development within the industry so as not to replicate what is current?**

**Who do you identify as your potential solver audience?**

**What are similar industries or areas of expertise that may inform innovative ideas for solutions?**

**What are the requirements of the challenge competition?**

**What are your expected deliverables?**

**Do you have a marketing/communications staff and plan?**

**What is your follow-up plan for managing the community of solvers who have participated and tracking winning solutions?**

**What are the specific metrics you will track and record?**

**What is your expectation for reporting on the program short- and long-term?**

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Based on responses to these questions, the team will gather resources and materials that support the needs and goals of the program. Currently, all training materials, legal resources, and success stories are linked in <https://www.challenge.gov/getting-started/>

Document to include in resources: slide with difference between a challenge and a grant or procurement:

<https://docs.google.com/presentation/d/1LyOxt_RrpbTFNg1TqR8JSXIgujXCRoQJBX7qpOe6Muc/edit#slide=id.p>

We need to update this and make a challenge.gov logo one.

Also, we have experience/best practices/examples for nearly all of the questions above. How to integrate accessing that info. in real time with this worksheet?

And how about if we fill out an example so others can see what it takes to do a great one?