

THE OPPORTUNITY PROJECT

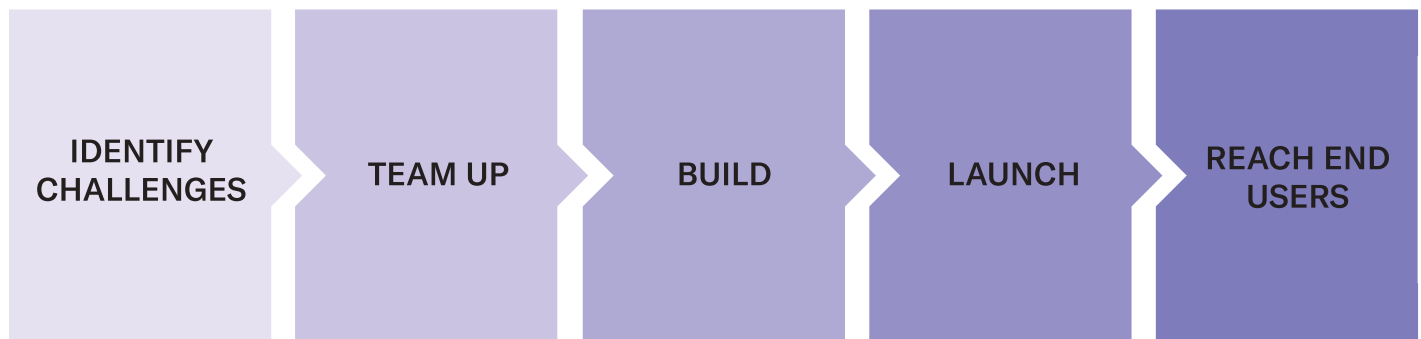
Participating as a Tech Team

What is The Opportunity Project?

The Opportunity Project is a process for collaboration between the tech industry, government, and communities to create data-driven digital products using federal open data to directly serve families, communities, and businesses nationwide. To date, 30 federal agencies and more than 100 external organizations have participated in sprints, resulting in 80 consumer-facing digital products that leverage open data. View them all at opportunity.census.gov.

How Does the Process Work?

The Opportunity Project (TOP) works through collaborative technology development sprints.



- **Identify challenges:** Federal agencies identify high-priority challenges facing the public, including the opioid crisis, promoting STEM education, using AI to connect veterans with apprenticeships, disaster response, and more.
- **Team up:** Tech teams like IBM, Cisco, Redfin, Fitbit, LinkedIn, Bloomberg, Mapbox, small businesses, startups, and universities, along with end users, government data and policy experts, and product strategists sign on to collaborate.
- **Build:** Teams build solutions during a 12-week virtual tech development sprint that includes user research, data exploration, and design/build milestones. Teams can join an optional in-person workshop at the start of the sprint.
- **Launch:** At the end of the sprint, digital products launch at our in-person Demo Day showcase. Past products include mapping tools, apps, website, games, AI algorithms, network visualizations, satellite data tools, and more.
- **Reach end users:** After the sprint, participants help to get the products to end users and move the needle on the target problems.

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Participating as a Tech Team

What Is a Tech Team's Role?

Tech teams contribute the unique ability to envision how data and technology can solve problems and drive the economy. Their role in The Opportunity Project is to design and build a user-centered digital tool, which can be a new application or product, or a new feature of an existing platform or tool. Tech teams also own the resulting IP, and determine their product strategy post-sprint, which typically includes maintaining the product and ensure that it reaches end-users. Some companies have chosen to open source or hand off their product to other organizations.

Why Participate?

We've ask past tech teams why they joined TOP and what they gained from the process. Here are some of the benefits we hear consistently:



Mission

- CSR/Mission alignment



Business

- Develop new business channel
- Develop sample use cases and products that demonstrate internal tech capabilities



Product

- Ownership of resulting IP
- Leverage sprint timeline and project management for development projects



Relationships and Partnerships

- Build relationships in government
- Develop partnerships with user groups and other companies



Media and Public Relations

- Visibility and press from Demo Day and beyond



Creative Opportunity

- Designers, developers, and engineers from your organization drive the design and build of your product



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FAQ

How do I determine what problem to focus on?

You can choose to focus on one or more of the problem statements we've identified for our sprints this year.

What is the time commitment?

The amount of time you dedicate to this process is up to you! All teams have participated on a part time, remote basis. We ask that you generally keep up with the pace of our weekly milestones, but otherwise you can determine how your team works.

Who should be involved from my company/organization?

The team is up to you, but we find that teams usually include 3-5 main participants who are engineers, designers, and a product owner. We encourage teams to continue to develop and refine their products after the sprint, but the final milestone of the sprint is a demo of an MVP. Ensure that your team has the capacity to create a functioning product or prototype within the sprint timeframe.

What am I committing to do if I join the sprint?

Your main commitment in the sprint is to build a digital product that uses federal open data (in addition to any state, local, and private data you have access to), and to join virtual sprint milestones every two to three weeks during the sprint. These include the user research milestone, data Q&A, alpha demos, beta demos, and product sustainability milestone.

What do I build?

That's up to you! The only requirements are to build a digital solution that addresses the problem statement and uses federal open data. Products can be new, or built within existing tech or platforms, e.g. a new feature or use case, or incorporating new data sets.

Is the sprint in-person or remote?

Everything in the sprint is virtual, except an optional in-person user engagement workshop at the beginning of the sprint (location varies), and end of year Demo Day in Washington DC.

What happens after the sprint?

What you build in the sprint is your IP, so this is ultimately up to you! We encourage you to make your product as widely accessible to the public as possible. During the sprint, user advocates, product advisors, and other participants can work with you to develop a sustainability/maintenance strategy, identify end users, or make a handoff. Your completed product can also be featured in the project gallery on opportunity.census.gov. We may ask you to share updates with us periodically on reach, effectiveness, and utilization of the tool so that we can elevate the impact you're making on communities!

In 2019, you'll have the option to apply for the first ever Opportunity Project Prize Challenge, to win a financial or in-kind award for your product.



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Join a 2019 Sprint

Sprint 1: Developing the Future Workforce

Timeline: June 24 - September 27, optional user engagement workshop in Chicago on July 2nd.

Sprint topics:

- Entrepreneurship (White House Office of Science and Technology Policy)
- Helping the American Workforce Leverage Multiple Pathways for Career Growth (U.S. Department of Education)
- Developing Regional Talent Discovery Pipelines (U.S. Economic Development Administration)
- Investment in Opportunity Zones (Council of Economic Advisors & US Department of Housing and Urban Development)

Contact: Drew Zachary at drew.a.zachary@census.gov

Sprint 2: Get Out the Count - Innovating for the 2020 Census

Timeline: July 29 - November 1, optional user engagement workshop in Washington DC in early August

Sprint topics:

- Leveraging technology for enumerator recruitment
- Using real time response data to inform community outreach efforts
- Addressing the digital divide
- Reaching hard to count communities such as families with children under 5, people experiencing homelessness, LGBTQ and rural populations.

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