# Welcome to 10x!

This is where the fun begins! The 10x team is here to support and advise you throughout this process, ensuring that your project gets everything it needs to succeed. Please don't hesitate to reach out to us in the #10x Slack channel or in your project Slack channel for support, advice, and encouragement. Now let's build something together!

—Nico, Will, and Sarah


## Phase One: A hard no or a soft yes

Phase One answers the question, **"Is this a bad idea?"** Does it make sense for our organization to actively pursue this idea, or are there clear reasons why we should not? During this phase, teams of one to two work together for a few weeks to develop a high-level understanding of the opportunities and challenges for the idea. At the end of the phase, teams provide a final recommendation to 10x about whether or not to further develop a product or service idea. This phase does not require comprehensive research. Project teams just need enough information to say "yes, maybe" or "no, absolutely not." 10x provides report templates for both a "yes" and "no" recommendation.

### Roles and Responsibilities

Members of a 10x project will play one of the following roles:

- The **Idea Author** is the person who submitted the idea to 10x. They serve as the go-to person for the idea, but they are not involved in the final decision making process. Since Phase One's goal is to determine whether or not the submitted idea should be pursued further, the best person to make that determination is not the

person who initially submitted the idea. To that end, we do not staff the idea authors to Phase One projects, though they may join in later phases.
- **Project Staff** carry out work associated with the project.
- **Project Leads** are designated by the staffing organization. They are in charge of keeping the project on-track and on-budget.

# How to Approach Phase One

Remember, Phase One is an exploratory phase. We recommend that you focus on better understanding the problem rather than attaching to a particular solution. The exact approach varies by project, but we recommend that project teams:

- **Understand the original idea:** Consult the idea author to ensure they grasp the original intent of the idea, though they may deviate from it if research points in a different, more logical direction.
- **Review related 10x work:** Review any existing research or relevant 10x projects (see FY18 and FY19 project results trackers) at the outset of Phase One.
- **Consult subject matter experts** to gain a better understanding of the problem space.

Teams should accomplish the following tasks during Phase One, using the above approach as a guiding framework:

- **Identify significant blockers:**
  - Determine if there are any significant barriers to the project (i.e. technological or regulatory hurdles).
  - Gather enough information to make an informed decision about whether or not the idea can overcome those barriers.
- **Uncover risks and opportunities:**
  - Take an inventory of the opportunities (and the scale of the opportunities) that exist for the idea to deliver a positive impact and the risks that may prevent the project from being successful.
  - Determine the scope, size, and characteristics of the federal marketplace for the idea. Who will use this? Do they want to use this and do they have an active need? Is someone else already working to address the problem? Can

the team find any reason the federal marketplace may not yet be ready to use a product or service that would seek to address the problem?

- **Track Hours**
  - Track hours to ensure the work is completed within budget using the burn document template provided by 10x. Project teams are responsible for budgeting their time and updating their burn document.
  - Note: Be sure to reserve some hours in advance for project wrap-up.

# Wrapping Up Phase One

At the end of Phase One, the project team presents their findings in a half-hour meeting with the Director of 10x and the 10x team. Based on their work during Phase One, teams recommend whether or not the project merits Phase Two funding. Teams compile a "Yes" or "No" decision finding report and optional presentation for the 10x team.

Occasionally, teams recommend that project work continues, but not toward Phase Two. Past examples of this include recommendations that 10x fund an existing initiative elsewhere in the government or recommendations that a new Phase One idea be investigated instead. If Phase Two does not seem like a good fit, but your team has an idea about how to further pursue the project, let us know. We welcome project teams' recommendations about alternative Phase One exit strategies.

## Criteria for Phase Two Funding

If a Phase One project team recommends a "yes" decision, the Director of 10x decides whether the project advances to Phase Two based upon the following criteria:

- If the project is a good fit for the federal government at this time
- Alignment with TTS solution areas
- Ability to deliver government-wide impact
- Favorable input from the TTS Solutions Assistant Commissioner

## Next Steps

If the idea is selected for further funding, 10x **will require an hour of the project team's time** (be sure to reserve this hour from your budget!) to work on the following:

1. **Staffing Plan:** Provide a tentative Phase Two **staffing plan.** The 10x team will reach out to you with instructions.
2. **MOU Agreement Review:** Review the Phase Two MOU agreement to ensure that the project description and list of deliverables accurately reflect the intentions for the second phase of the work.

Please note: If a project advances to Phase Two, the team that staffed Phase One will not necessarily be the same team that performs the work in Phase Two. Though the 10x team does our best to maintain project continuity when appropriate and desired, we cannot guarantee it.

# Resources

- "Yes" decision findings report template
- "No" decision findings report template