

The phase one team is asked to answer the question, “Is this a bad idea?” In phase two, you’re asked to determine “Is this a good idea?” If you’re using this template, you’ve decided that it’s not a good idea, at least not right now. Please document your recommendation and how you arrived there. Use this template as a tool – if modifying the structure makes for a better report for your team, please do so.

In phase two, we ask our teams to gain a detailed understanding about the industry, problem, market fit, finances, timeline, regulatory environment, and how to scale. Phase two involves analyzing what could go right and wrong, and creating an initial strategy to address these issues.

Even though you’re recommending that 10x not fund this idea in phase three, please use this report to give us a thorough understanding of what you learned about the problem space. Let us know what would need to change (if anything) in order for this to flip to a yes recommendation. If you are recommending a ‘no’ because of the regulatory environment, we still want to know about the market fit, industry, etc., in case that changes in the future, or in case another team comes along with a slightly different angle.

=====

Report title

10x Investigation Recommendations

Mon. DD, YYYY

Contributor one <contributor.one@gsa.gov>

Contributor two <contributor.two@gsa.gov>

Background

Briefly explain the context and history that led to this phase two discovery. Where did this idea come from? What were the results of phase one and what was the phase two team asked to do? How did the phase two team approach this question? What were your research questions, hypotheses, or learning goals for this phase?

End with introducing your yes/no recommendation, which you'll expand upon in the next section. Keep this section short and to the point (two to four short paragraphs) – we want people to get to the recommendation as quickly as possible.

Recommendation

Dig deeper into the recommendation and why/how you arrived there. What would need to change to change your recommendation to a 'yes'? Questions to consider addressing in this question include –

- *What are possible risks associated with this project, if any?*
 - *Common project risk types* to consider.
 - *What (if anything) should be done about these risks at this time?*
- *Is there current demand for this project within the government?*
 - *If so, why is this demand not enough to consider moving forward with this project?*
 - *If not, what is your understanding of why demand does not currently exist?*

1. State clearly your recommendation to not proceed to phase three.
 - a. Include top level reasoning why you're making a 'no' recommendation. What are the biggest barriers?
 - b. Are there related assets that should be shared more broadly or retired? If the former, with whom would you recommend sharing them?
2. Secondary recommendation(s) can follow.
 - a. This can include – areas for future work or possible alternative scenarios

- i. What would be required for possible future work to be successful? Think about team make up (expertise and political capital), resources, buy in from particular groups, policy environment, etc.
3. If appropriate – recommendation(s) for potential future exploration.
- a. If you're recommending a 'no' because this particular approach isn't the right one, but you think there are related opportunities within this problem space that are worth exploring, please include them here. Someone may be able to re-submit these opportunities for a phase one investigation or another team might be able to pick this up. Include any risks or prerequisites that a new team would need to consider.

Findings

Share what you learned from your research. Even though you're recommending not to proceed, we want a thorough documentation of what you learned in case the situation changes in the future, or in case someone proposes the same (or similar) idea – we'd like other teams to be able to benefit from what you discovered.

1. Clearly stated research finding.

- 1. More background on the research finding.

2. Another clearly stated research finding.

- 1. You get the idea.

Next Steps (If Any)

- *Do you recommend that we revisit this project in the future?*
 - *If so, what are the circumstances or variables that would need to change in order to make this a viable project?*

- *If so, what is the timeframe in which we should consider this product or service again?*
- *If not, why not?*

Appendix

Include links to resources, artifacts, or anything else relevant that helped shape your process or thinking. Are there related projects that people should be aware of? Other entities working in a similar space?

You can also use this space to talk about your methodology – how you approached the research, or anything else you think might be relevant but didn't quite rise to the level of being in the main report.