

Preparing the challenge

What is the problem?

What is the context?

Who's involved?

Do you have the necessary support to solve the problem?

- Everyone in your department, including manager, on board
- All departments needed to solve problem are on board (eg. IT)
- Budget for running a pilot is secured
- Other _____

Writing the challenge

First draft: Write a short & powerful definition of max. 2 phrases

Read your first draft. Is it

- Current and urgent?
- Broad enough to allow creativity and attract enough startups?
- Specific enough so that a startup could solve the challenge?
- Scalable to go a small pilot to a city wide roll out over a longer period of time?.
- Meaningful to both citizens as well as the government?

Now try it again...

Startup criteria: what is required from startups to participate?

- 1.
- 2.
- 3.