



Launching a Crowdsourcing Campaign

Objective: Identify a challenge your startup faces and engage a broader audience to generate innovative solutions.

Kick-Off! State the problem here in fairly loose terms. Do not focus on the solution, but what the problem is that you need to address:

Problem Statement:

Example 1: **An established apparel brand in the eco-fashion niche is struggling to develop an effective product for active working women amidst a 20% decline in year-over-year sales.** External challenges include a saturated market with new entrants offering similar eco-friendly products, leading to a 15% decrease in market share. Internally, the organization is facing difficulties in product innovation and supply chain sustainability, which affect its brand reputation and customer loyalty. The primary strategic objective of the organization is to innovate its product line and enhance supply chain sustainability to regain market share and improve profitability. (See the case here: <https://flevy.com/topic/product-go-to-market-strategy/case-sustainability-innovation-strategy-apparel-brand-eco-fashion>)

Example 2: **A boutique hotel chain is navigating the competitive accommodation landscape with a focus on new product development to enhance guest experiences.** Facing a 20% dip in guest retention rates, it confronts external pressures from emerging accommodation solutions, such as short-term rental platforms, which have captured a significant share of the market. Internally, the chain struggles with outdated technological infrastructure and a lack of agile service innovation. (See the case study here: <https://flevy.com/topic/new-product-development/case-customer-centric-innovation-strategy-boutique-hotel-chain>)

Now YOURs:

| 7 Steps | Description | Your Input |
|---|--|-------------------|
| 1. Define the Challenge | Clearly state the problem you're aiming to solve. | |
| 2. Select a Platform | Choose a crowdsourcing platform that suits your needs (e.g., Atlan Collective, CadCrowd, Kickstarter, OpenIDEO, HeroX). | |
| 3. Craft Your Campaign | Develop engaging content to explain the challenge and motivate participation. Consider using images, videos, or incentives. | |
| 4. Promote the Campaign | Utilize social media, email newsletters, and influencer outreach to reach potential contributors. | |
| 5. Collect and Assess Submissions | Review the ideas submitted and identify those with the most potential. Create evaluation criteria (e.g., feasibility, creativity, impact). | |
| 6. Put the idea through your R&D/ Pilot Test | ALWAYS test the idea for scalability, viability, feasibility and a host of other quantitative and qualitative measures. | |
| 7. Implement and Acknowledge | Put the best ideas into action, provide updates, and recognize contributors through incentives, awards, or public acknowledgment. | |

