

## Fear of missing out good Ideas

The submission phase of the current contest had just ended with around 1000 submission. As the jury team has demanded to receive only the 40 best ideas for detailed assessment, **Bob** and his team have a lot of work to do within the next four weeks. **Bob** sits together with **Anna**, the head of the innovation division from **AwesomeTech**, and establishes five cut-off criteria, which will help them shortlisting ideas more efficiently, given the short time span they have. Having determined the criteria, **Bob** has a meeting with his team, in which he explains all the criteria and instructs the evaluators to eliminate the ideas that do not meet all criteria. After one week of evaluation, the team manages to eliminate a significant amount of ideas, leaving only 200 for further consideration. When meeting with **Anna**, **Bob** shares the good news, ensuring that the innovation department will meet the deadline. Two days after their meeting, **Bob** receives a call from **Anna**, in which she says, *“I’m getting a bit nervous here. We want to make sure that no good ideas were eliminated, so can you guys go back and check the eliminated ideas?”* Even though **Bob** is quite sure that they are doing everything correctly, he instructs his evaluation team to double-check all ideas so they *“go back and determine if any of the ideas should be added back to the pile”*. After that, the evaluation team proceeds with analyzing the remaining 200 ideas. In this phase, the evaluators have to read all ideas in detail and rank them according to the criteria, so that they can conclude to the 40 finalists. They also take into account the number of votes each idea got from the crowd in the platform, but that is not a key determinant. As argued by **Paul**, *“only because an idea has low or high amount of votes, or has not received many comments, it does not mean that it is a bad idea, especially if it’s a radical”*. Therefore, he instructs his team to check if they are *“overlooking something because the idea is somehow written messy”*. The goal is to solve *“misunderstanding and avoid excluding meaningful ideas, which might be beneficial”*. After going through the ideas with the fine-grained criteria, **Bob**’s team proposed 65 promising ideas for the jury team. After discussing the issue within **AwesomeTech**, **Paul** manages to *“convince the jury team that they need to look at more than 40 ideas”*.