

Too many Ideas to be processed

AwesomeTech just reached the submission deadline of another successful innovation contest. As this was not his first contest, **Bob** knew that it was worth promoting the contest to minimize the risk of low participation. However, he did not expect *the outcomes*. As, **Bob** did not know *how to manage the situation*, he thought about cancelling the competition, since *the company would not have the capacity to process all ideas sufficiently*. In a meeting, **Bob** said to his colleagues **Jeff** and **Lisa**: “*We never received more than, maybe, 300 submissions in a competition*”, but now we have 5000. We need to come up with a good plan to minimize the effort but still ensure quality. The ideas should be evaluated in detail to avoid missing out the good ones. Do you have any recommendations on how to achieve that?” **Lisa** said: “*Well, I read through some of the ideas and realized that some were pretty similar, while others were not comparable.*” **Jeff** stepped in and argued: “*We could group them according to their topics. At least the obvious ones*”. **Bob** replied: “*You’re right, but still we would need to read through the ideas. What if we define some categories or labels and ask the participants to add some keywords or tags? Is that too much to ask for? And what if not everybody is willing to support us?*” **Lisa** thought that they need some support by externals for the idea elimination, so she added: “*Maybe we don’t need categories, but direct evaluations if an idea is overall “bad” or “good”. These evaluations might not necessarily come from the ideators, but from some externals. We could ask anyone for help and afterwards we just take the top 300 and check them for feasibility and good features.*” **Bob** answered: “*Maybe you’re right, we just need to find a few really good ideas anyway, as we cannot implement them all. We don’t have the resources, but if we ask some customers for evaluations we can assure that the selected ideas are definitely interesting.*” **Jeff** added that they only have two weeks to identify five winning ideas and adding more evaluators would definitely help to meet the deadline. **Lisa** concluded the meeting: “*In the worst case we need to extend the deadline*”.