

bodyshock the future

REMAKE | REBOOT | REINVENT

BodyShock The Future Year 1 Report or... How to Run an Online Contest

by Alexandra Carmichael, January 2011

with thanks to Miriam Lueck-Avery

Institute for the Future



This report outlines the evolution and management of the BodyShock The Future competition that was held at www.bodyshockthefuture.org in 2010 - from vision creation to weekly execution details to lessons learned.

We offer it as a resource for anyone wanting to run their own online contest.

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1. Create a Vision with Purpose

In February 2010, we at the Institute for the Future discussed a vision to create a contest that would ask people to enter and vote for ideas on how to transform our bodies and lifestyles for future health - a topic related to IFTF's Health Horizons research. The purpose behind this vision was to:

- Create an Advisory Board for the Health Horizons program
- Amplify IFTF and Health Horizons in the online global health community
- Honor IFTF's long-time president Roy Amara and his Participatory Foresight Fund
- Gather crowdsourced insights about the future of health
- Have a quantified baseline effort for future contests

2. Research Other Contests

After outlining this vision, we dove into the research on comparable ideas and how contests work. Here's what we learned:

[Develop Framework based on McKinsey study of prizes](#)

The McKinsey study of successful contests suggested to us a framework that included: incorporating the four elements of any prize, setting aspirations and objectives, devising a contest strategy, identifying barriers addressed by our contest, and deciding on design principles. We then came up with an initial idea, communicated in a few simple paragraphs, to circulate within IFTF for feedback.

Four elements of any prize

- Attract - have a message to motivate people, reach out through targeted channels to participants, sponsors, and judges
- Compete - provide resources for participants and an online community
- Celebrate - announce winners, have an unconference/gathering, amplify the message of the prize
- Publicize - spread the word through blogs, media, Twitter/Facebook, and networks

Setting Aspirations and Objectives - Why a Prize?

The first inescapable question was, what is the benefit to running an award competition over any other form of engagement?

Benefits to IFTF:

1. Building IFTF brand and community, recognition as a leader in future health
2. Potential new/diverse clients from participant pool, advisors, or contest buzz
3. Collecting insights from the crowd about future trends
4. Focus a community, identify excellence, and influence public perception

Benefits to participants:

1. Recognition of their idea with an "award"
2. Exposure and networking with IFTF community
3. Trip to California and connection to relevant resources

Benefits to advisors:

1. Recognition as domain experts to all participants and media around conference
2. Defined scope, limited time commitment
3. Exciting feeling of encouraging and discovering new talent, influencing the future

Tips for Devising a Contest Strategy

Specific insights from the McKinsey report that were helpful in thinking about our contest strategy were:

- Harvard study showed that prestige/recognition is more motivating than cash
- Have an open submission process where people can vote on others' ideas, with a live leaderboard - people's choice vs. judges' choice
- Define target participants - students (via teachers), bloggers (via social media), friend networks, future thinkers, entrepreneurs, technology and design groups (specific groups listed in weekly strategy section)
- Invite clients and investors to peek into the submissions to glean insights
- Make the contest an Exposition Prize - highlight a broad list of promising ideas (like a World's Fair), choose one or more winning ideas and help realize/support ideas that don't win as well, if they need help.

- Post-prize - keep the community together, release publications based on entries, have a recurring prize

Identify Barriers addressed by the IFTF What's Your Future Contest

- For the public - it's hard to have your ideas heard
- For organizations - the future is unclear
- There is a lack of communication between the public and organizations
- There is a lot of hype and spam about the future

Decide on Design Principles for the IFTF What's Your Future Contest entries

- Present a short, simple idea on one topic (what will health, technology, food look like in 10 years?)
- Inspire or influence change
- Support your idea
- Speak to the world
- Written (100-500 words) or video (1-5 minutes) submissions
- Winners will give a 5-minute presentation about their idea at the IFTF What's Your Future? unconference in Palo Alto, CA

Initial idea, circulated to IFTF staff members for feedback

IFTF will run a "What's Your Future?" contest calling for ideas from the public about the future. The contest will ask the question, "What do you think the future of health/technology/food looks like?" It will be an open exposition, highlighting the best ideas from students, bloggers, and the extended IFTF community.

Entries can be submitted in written or video format, and will be judged by a board of advisors including leading scientists, doctors, business experts, and futurists. Winners will present their ideas at the IFTF "What's Your Future?" unconference and be connected to experts in the field of their idea to help develop their ideas, if appropriate.

Suggest sponsors and judges

Selecting credible judges was a key part of the contest strategy, enhancing the sense of prestige for winners. Some of us at IFTF would be judges, and we could invite thought leaders and key IFTF clients here too. We had a 100% acceptance rate from the judges we invited, 13 in total - all but 1 judge voted in the final winner selection. We brainstormed a list of judges in the following domains.

Science

Technology

Health (Global)

Innovation

Society

Business

Strategy

Wellness

Future

Study Examples of Successful Contests

- Changemakers - host multiple contests around large world issues - <http://www.changemakers.com/>
- Pepsi - giving grants to fund great ideas - <http://www.refresheverything.com/>
- Threadless - best t-shirt design gets \$25,000 - <http://www.threadless.com/submit>
- Tech Museum - best design for a collective intelligence tool implemented as a museum exhibit gets \$5,000 plus museum exposure - <http://programforthefuture.org/challenge>
- Tim Ferriss is an expert at launching contests - for designing his book cover in 7 days (<http://su.pr/1zu8FH>), for building a new business in 6 months (<http://su.pr/6XPq62>), for reinventing your life over a weekend (<http://su.pr/2nkAxt>), even for buying the most copies of his book! (<http://su.pr/40Qbd4>)

Study Mayo Clinic iSpot competition -

Each year, the best ideas to transform healthcare get to present at the Mayo Clinic Transform Symposium. Here's the pitch they sent out, 2 1/2 months before the conference:

Everyone should have their five minutes of fame!

July 1, 2009 – 8:31 am

If you had five minutes to present your ideas at Transform, what would you talk about?

Send us a brief description of your presentation and you may be one of three people we select to join us and to share your ideas! As an iSpot presenter, you will receive airfare, hotel and complementary registration to the Transform Symposium. Submissions must be received by July 15, 2009 and winners will be announced in August for the September conference, so don't delay!

Dry-test on Facebook

We ran a quick dry test of this idea on Facebook, posting a question off-hours and getting the following 8 interesting replies over the course of a day. So there did seem to be some interest in answering these questions.



The screenshot shows a Facebook post by Alexandra Carmichael asking for predictions for 2020. Below the post are five replies from other users, each with a profile picture, name, text of the reply, and timestamp.

Alexandra Carmichael Thinking about the future of health, science, and technology. What are your favorite predictions for 2020?
February 24 at 9:44am via su.pr · Like · Comment · Stumble

Monty DevaDass Flinsch Twitter Cures Cancer! – Not literally, but the spark of connection between the core members of a great discovery will be credited to Twitter
February 24 at 9:54am · Like

Laura Mirian I hope the focus will be on prevention as many cancers are connected to environmental issues including radioactive materials and other contaminants. That is where the money and walking should be focused
February 24 at 11:28am · Like

Evan Carmichael DNA emulation?
February 24 at 12:30pm · Like

Jen S McCabe A 'black box' sensor array gathering near-constant personal biometric input – but we'll be paid to turn it on/off, like Progressive Auto Insurance's deal with individual drivers to install a box that tracks speed, acceleration/braking, etc. Plus, it will be packed into a mobile device, or maybe on a transdermal sensor, like a wafer that dissolves on your tongue.
February 24 at 6:52pm · Like

Bertalan Meskó Genomes for everyone, personal DNA assistants on mobile while shopping, online literacy included in medical curriculum everywhere...
February 24 at 8:44pm · Like



Initial steps for contest strategy

- Decide on a broad, inspiring goal for the contest (Help create an inspiring future!) with a clear, specific objective (Develop an idea or forecast to help people prepare, change, or stop and think)
- Decide on IP rights to submitted ideas - must be clearly stated
- Decide on clear, simple criteria for winning, to help participants and judges
- Decide on what the award(s) will be
- Define what determines if the contest was a success - number of entries, variety of sources entering, amount of media and social media attention, community growth
- Build webpages to describe the contest and to collect and show entries
- Invite judges
- Launch contest!

3. Brainstorm a Name and Tagline

We selected the following candidates from an extensive brainstorm for possible names and taglines for the contest:

#1 - BodyShock: Remake. Reboot. Reinvent.

We chose this title as the winning one because it seemed to simultaneously grab us with an urgency and offer us a hands-on path to creating a new, healthy future for our bodies.

#2 - Bodies by Design: Health Matters

#3 - Reset the Future: Envision Health

#4 - Brain Storm: Apps. Augmentation. Aardvarks.

#5 - HealthForward: The Sick Decade

Here is a more complete list of words and ideas that we considered.

Recover the Future	Big Health
Rebody	238
DIY	Preview Health
Redesign Health	Get There Early
Accelerate the Future	Thrive
Health by Design	SuperThreats
Well-being 2020	Reclaim
7 years	U-turn
Revolution	Booting Up
Life	Beat Obesity. End Aging. Save the Planet.
Invent	Do you have health superpowers?
Create	Health By Design Contest - Build the Future.
Turnaround	Design a Healthy Future - Apps. Augmentation. Aardvarks.
Brake the Future	HealthForward - Be the Change.
Build the Future	IdeaCup - Transforming Bodies and Lifestyles for a Healthy Future.
Reclaim	Future of Health Fair/Expo - Beat Obesity. Kill Aging. Save the Planet.
Burden	Building Well-being - Do You Have Health Superpowers?
FutureWell	FutureWell - Can We Create a Future Where More People are Healthy
Building Well-Being	Than Sick?

4. Design the Message and Site

We wanted to design a website that would embody health in a kind of shocking, future-oriented way. It had to be bright and accessible, draw people in immediately, be easy to navigate, and carry IFTF's look-and-feel. Here's what the final design of the contest website looked like:



HealthCare 2020

What could health and health care in the U.S. look like in 2020?

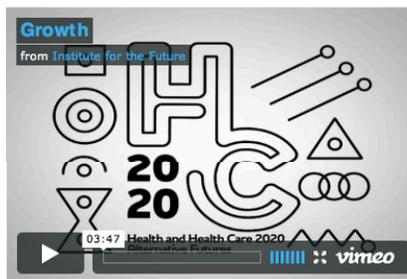
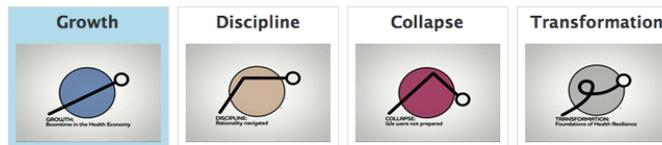
We need to reboot the present to remake a healthy future. It's a huge challenge, and challenges need creative responses. We need to hear voices from science and technology, policy, marketing, and bottom up innovation – from people like you.

Here's a map below that explores the future of health and healthcare in 2020 to challenge and inspire you, with some videos further down to glimpse this future in a more tangible and visual way – 4 alternate future scenarios illustrating different plausible directions of our individual and collective health future. So dive in and start your ideas bubbling.

Click on the IFTF Health Care 2020 map below to [download the full PDF](#)

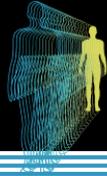


Click below to watch four alternative scenarios



[Growth from Institute for the Future on Vimeo.](#)

Now that you're inspired, [enter your idea!](#)



IFTF announces first annual Roy Amara Prize

Remake the future by rebooting the present

The [Institute for the Future](#) in Palo Alto, California is inviting people around the world to remake the future by rebooting the present. With this competition, IFTF is turning up the volume on well-being around the world. The grand prize for the inaugural BodyShock competition is the Roy Amara Prize for Participatory Foresight.

What is the Roy Amara Prize?

The Roy Amara Prize is an annual cash award of \$3,000 for the best vision of how to remake, reboot, and reinvent the future of global well-being. It is named for IFTF's longtime president Roy Amara (1925-2000) and is part of a larger program of social impact projects honoring his legacy, known as The Roy Amara Fund for Participatory Foresight.

May the best health idea win

BodyShock is sponsored by IFTF's [Health Horizons](#) program, which was founded in the 1970s by Dr. Amara. BodyShock is a public call for ideas to improve global health over the next 3-10 years by transforming our bodies and lifestyles. Everyone gets to vote, and the final winners will be ones that create big impacts from small innovations — targeting groups or problems that may seem small today but will be significant or widespread over the coming decade. In October, five winners will participate in an expenses-paid design showcase with mentors in Palo Alto, and the grand winner will receive the Roy Amara Prize.

Why we're offering this prize

Institute for the Future is a 42-year-old nonprofit research organization that uses forecasting to help public, private, and nonprofit organizations address the most pressing issues of the times, including youth, seniors, energy policy, science, technology, education, health care, nutrition, and sustainability. The goal of the [Roy Amara Fund for Participatory Foresight](#) is to translate foresight research into concrete actions that address future social challenges. It uses participatory tools, from workshops in local schools to online challenges like BodyShock, to achieve this goal.

Amara's legacy of health forecasting



In the 1970s, Dr. Amara foresaw the growing health burden the world would face, the opportunities and disruptions that health technologies would introduce, and the need for health foresight that could lead to action the present. Today, the [Health Horizons](#) program he started brings together the world's leading thinkers and the global public to envision the future of health, from mobile health and green health to open health and DIY health movements.

BodyShock judges

These amazing people make up IFTF's Health Advisory Board, who will be judging the BodyShock competition in addition to votes from the public. Three cheers!

Joanne Andreadis

Lead of Innovation, [Centers for Disease Control and Prevention](#)

Linda Avey

Founder, [Brainstorm Research Foundation](#)

Jason Bobe

Director of Community, [Personal Genome Project](#)
Founder, [DIYBio.org](#)

Alexandra Carmichael

Research Affiliate, [Institute for the Future](#)
Co-Founder, [CureTogether](#)
Director, [Quantified Self](#)

Ted Eytan, MD

[Kaiser Permanente](#), The Permanente Federation

Rod Falcon

Director, [Health Horizons Program](#), [Institute for the Future](#)

Peter Friess

President, [Tech Museum of Innovation](#)

Thomas Goetz

Executive Editor, [WIRED Magazine](#)
Author of [The Decision Tree](#)

Natalie Hodge, MD FAAP

Chief Health Officer, [Personal Medicine International](#)

Ellen Marram

President, [Barnegat Group, LLC](#)
Member of [IFTF Board of Trustees](#)

Kristi Miller Durazo

Senior Strategy Advisor, [American Heart Association](#)

David Rosenman

Director, Innovation Curriculum,
[Center for Innovation at Mayo Clinic](#)

Amy Tenderich

Board Member, [Journal of Participatory Medicine](#)
Blogger at [DiabetesMine.com](#)

Follow IFTF



Now that you're inspired, [enter your idea!](#)

Search

Sort by: random

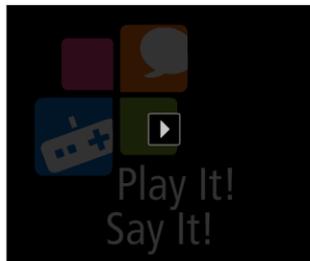
And the winners are...



Anjna Patient Education (www.anjna.org)

Anjna Patient Education is the first organization of its kind to specifically target free clinics and reach out to socioeconomically disadvantaged patients. Studies have shown that common diseases such as type II diabetes, hypertension, and depression are heavily prevalent amongst patients from the lowest socioeconomic tier, and that patient education is 50-80% more effective when compared to medication or conventional therapy. Through the distribution of high-quality health education materials and the development of training modules, our project seeks to empower patients in free clinics to take a stand against these preventable diseases with good nutrition, diet, and lifestyle changes.

by: Vineet Singal | Aug 28, 2010



Play It! Say It! Can gaming support mental health?

PLAY IT! SAY IT! is simple - we propose to use the existing communication functionalities of video game consoles (voice chat and messaging) to provide phone and online counselling to the people who use them. The online video game community is larger than the population of Canada, and at least one 1 in 5 people playing have a mental health condition. Beyond the existing benefits of online and phone counselling, consoles offer universal access points to ensure coverage, and the opportunity to develop rapport while playing simple games to support the sharing of concerns. We value quality of life.

by: Elizabeth Ure, Andrew Shaw & Adam Bass | Aug 18, 2010



Thrive Portion Ware

Thrive portion control ware's cups and plates help steer people to eat 20% less per meal. It works subtly and subconsciously to enable people to eat and drink less. Plate will tip if user places food in the red zone. Control words are on back of plate so users will see "restraint" or "will power" every time they pick one up from a dish rack or cupboard. Cup is quartered off as well, so users drink 20% less no matter what the beverage is. People can consciously consume less. Thrive Portion Ware enables people to do just that.

by: Sally N. | Jul 26, 2010

[click for web site](#)



The Recovery Project

The Recovery Project would organize people's personal narratives of recovery so that they can be best learned from by others. By letting patients see what others have done and by creating high-level meta-narratives, patients can see the decision trees that others have used, saving time in creating their own from scratch. Sharing and reading similar narratives provides an affective component to possibilities for personal health -- critical when conditions require changes of habit. And experts and practitioners will be able to contribute their stories of helping patients recover, integrating various medical professions' perspectives, instead of creating a divide.

by: Michael Nagle | Aug 1, 2010



zedAlert - Sleep better. Sleep more. Sleep smarter.

With numerous harmful effects on disease, obesity, safety, creativity, cognition, productivity, happiness, and more, sleep deprivation is one of the biggest, yet most under-appreciated health crises of modern times. zedAlert is an iPhone application currently under development by two Stanford students, together with faculty from the Stanford School of Medicine. It records user sleep data and uses mathematical models to determine the optimal times for each individual to sleep, in order to maximize restfulness. zedAlert also tracks sleep debt, provides push notification alerts, assists with diagnosis of sleep disorders, and offers many other tools for comprehensively improving sleep health.

by: Stephanie Liou and Stewart Macgregor-Dennis | Aug 28, 2010

Congratulations!

IFTF would like to invite you all to join us at the BodyShock Winners Celebration.

Event RSVP: <http://bit.ly/bhRL6o>

When: October 8, 2010, from 6 - 8 p.m.

Where: IFTF's office (124 University Ave, 2nd Floor, Palo Alto, CA)

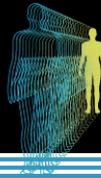
The Celebration is part of San Francisco's Health Innovation Week.

We will hear presentations from the top 5 winners of the BodyShock competition, and the best one of these ideas will receive the Roy Amara Prize for Participatory Foresight.

We hope you will join us at this event and be inspired by new ideas to BodyShock the Future of health! Please RSVP through this link <http://bit.ly/bhRL6o>.



Terms | Questions? Write to acarmichael@affiliates.iftf.org.



The Contest is Now Closed

See the Winning Entries

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Judging criteria

Foresight: Does my idea link to the future of health and healthcare?

Global impact: How many people will my design affect around the world, or how deeply will a smaller population be affected?

Edgy: How non-obvious and creative is my idea?

Efficient: How simple and cost effective is my idea?

Attainable: Can my idea be implemented within 10 years?

Positive outcome: Will my idea help transform bodies and lifestyles to produce better health?

How it works

BodyShock is a call for ideas to improve global health over the next 3–10 years by transforming our bodies and lifestyles.

Are you:

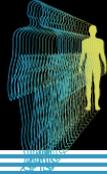
- a DIY scientist trying to extend healthy human life?
- a developer who wants to invent a mobile diabetes app?
- an elder caregiver with ideas to help people age in place?
- a self-experimenter creating an emotional wellness tracker?

1. **Send us your visual idea by September 1, 2010.** The earlier you enter, the more time you have to gather votes for your idea. Use the entry form on this page to submit a video (<5 minutes) or a graphic, illustration, chart or artwork you have created. Winners will be announced September 23.
2. **Vote for your favorite idea.** Do you think musical stairs will work, or are implantable sensors a better idea? Make your voice heard – [cast your vote](#).
3. **We'll help bring your ideas to life.** Up to 5 winners will be flown to IFTF in Palo Alto, California on October 8, to present their ideas and be connected to mentors and resources. One of these ideas will also win the \$3,000 [Roy Amara Prize](#).

Good luck, and may those who help the most win.

Tips for getting started

- **Go for high impact:** Think of creative product or service ideas that can significantly affect global health.
- **Don't think about today:** Think at least 3 years down the road for both a problem to solve that will be widespread and a tool to use that will be mainstream. Think "artifacts from the future."
- **Idea starters:** Life extension. DIY Bio. Diabetic teenagers. Developing countries. Green health. Augmented reality. Self-tracking. Pervasive games. The possibilities are endless.
- **The Challenge:** Check out [IFTF research](#) on the next decade of health and healthcare to challenge and inspire you.
- **Collaborate!** You can go solo, or find one or two partners to work with to build something amazing.
- **Where to post your idea:** [YouTube](#), [Vimeo](#), [Flickr](#), your own blog. Tag it with IFTF and BodyShock.
- **Tweet it!** Tell the world: "I'm changing the future of health at #BodyShockTheFuture. Please vote for my awesome idea here – <http://bodyshockthefuture.org/ideas.php>"



bodyshock
the future

REMAKE | REBOOT | REINVENT



BODYSHOCK

THE
CHALLENGE

PRIZES

SEE IDEAS

ENTER
YOUR IDEA

TERMS AND CONDITIONS

A user of BodyShock is anyone who enters an idea on the BodyShock site. By entering an idea, a user agrees to our terms and conditions.

Privacy

The IFTF BodyShock site (bodyshockthefuture.org) does not collect private information (such as phone numbers, addresses, names or email addresses) from visitors to the site outside of what they give voluntarily. We never share, sell, or provide your information to third parties, and we take precautions to safeguard this information on our servers from unauthorized access. If a user give us an email address, bodyshockthefuture.org may use it, but only to contact you about an idea or verify information if you are a winner.

Content

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We are committed to full compliance with the Children's Online Privacy Protection Act of 1998. We do not intentionally gather Personal Information about visitors who are under the age of 13, and only collect emails for the purposes of tracking ideas entered and notifying winners. In the event that a winner is under 13 years of age, we will use the email address to contact the user and obtain consent from a user's parent before inviting them to participate in the prize ceremony or featuring their work.

COPPA, the Children's Online Privacy Protection Act, effective April 21 2000, applies to the online collection of personal information of children under 13. You can review the COPPA guidelines at www.coppa.org.

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Changes to Our Terms

If we decide to change our privacy policy, we will post those changes to this statement, the homepage, and other places we deem appropriate so that you are aware of what information we collect, how we use it, and under what circumstances, if any, we disclose it.



Terms | Questions? Write to accarmichael@affiliates.iftf.org.

5. Execute the Weekly Strategy

This is the working weekly strategy we set up in May and followed throughout the life of the contest, until October. It helps to have clear actions to have done every week or two, as milestones to keep everything on track.

by May 1

- have basic design/userflow done
- have developer chosen and cost finalized

by May 15

- have all content and final design for the site developed
- start agile development

by June 1

- have judges/advisory board invited from my network
- look for sponsors
- alert media contacts of coming launch
- start sample video development

by June 15

- launch website
- issue press release
- add to IFTF blog/Twitter/Facebook page
- blast Twitter/Facebook/LinkedIn lists
- ask key people for tweets
- add "What's your idea to BodyShock the Future? www.bodyschockthefuture.org" to Health Horizons team signatures
- start tweeting @IFTFHealth
- Direct Message (DM) everyone following IFTFHealth to let them know about the contest

by July 1

- spread word to student lists and young futurists and people already doing videos on future health
- follow people who tweet about the future of health (look especially for high influence twitterers on wefollow.com and other lists)
- ** - unfollow anyone who doesn't follow back in 4-5 days (** = repeat every week)
- ** - DM all new followers about the contest
- ** - Daily Twitter search for "bodyschockthefuture" and "bodyschock -bodyschockthefuture"
- ** - Re-tweet (RT) interesting comments about BodyShock

- ** - Follow and DM to thank everyone who tweets about the contest
- ** - Make sure entries make sense, write to congratulate entrants and answer questions
- ** - Keep tally of tweets, entries, blog posts, and Twitter followers by week

by July 15

- post to blogs that we have access to and bloggers we know
- submit to Mashable, Slashdot, and other news sources
- send to other blogs (search for future/health/keyword terms on Alltop/Technorati to find blogs to write to)
- follow people who tweet about Health 2.0, Quantified Self, genetics, synthetic biology
- repeat ** tasks

by August 1

- announce/showcase current leaders on Health Horizons blog
- invite clients to reception at end of Health Innovation Week
- spread contest to women's groups
- invite judges to reception
- follow people who tweet about entrepreneurship, doctors, nurses, healthcare system
- repeat ** tasks

by August 15

- invite designers
- tweet to recognize judges
- blog post recognizing new entries
- follow people who tweet about design, fitness, food
- repeat ** tasks

September 1

- submission deadline
- close website to entries and votes
- announce to all entrants that contest has ended and next steps
- set up agenda for October 8 reception
- post reception to blog, twitter and bodyshock site with invite link to eventbrite

by September 8

- IFTF judges choose top 20 ideas
- create web page that has top 20 ideas blinded
- send to remaining judges to choose their top 5

September 23

- announce top 5 winners

- invite all entrants and judges and Roy's family to meeting on October 8
- have website badges made for winners, add it to their entries
- create a winners page on the BodyShock site

October 8

- set up meetings for winners to help them develop their idea
- celebration with 5 winners speaking and Roy Amara Prize winner announced
- have posters of all the ideas up on the walls, and take-home posters done for winners
- make sure to film the presentations

Agenda for October 8:

9:00 am - 5:00 pm - meet with each of the winners to see who we can introduce them to or what advice we can give them to move their projects along

6:00 - 6:30 - reception starts, arrival and mingling

6:30 - 6:40 - welcome, introduction to IFTF and Roy Amara, recognize judges and Roy's family, top 10 list of stats about BodyShock (11 weeks, 110 entries...)

6:40 - 7:20 - 5x5 minute talks by BodyShock winners

7:20 - 7:30 - winner announced, award presented, thank everyone for coming

7:30 - 8:00 - mingling and departure

October 15 - end of year

- post presentations to BodyShock and Health Horizons websites over the next few weeks
- have post-mortem on what happened and what to improve for next year (invite judges to this!)
- create schedule for next BodyShock
- find sponsors for next year
- follow up with winners as they move forward with their ideas

6. Involve People in your Organization

These are all the awesome people and resources that were a part of BodyShock.

IFTF people:

- Rod: Vision, oversight, name, feedback, judging
- Jean: Art direction, name, branding
- Jody: Art execution
- Jason: Provoking videos, with acting talents of Lisa and Mathias
- Anthony: Consultation on website
- Chris: Domain and server
- Neela: Blogging about project and communicating with clients about it
- Lisa: Blogging about project and acting in video
- IFTF twitterers, some promotion but not as active as it could have been

Others:

- Alex: see Weekly Strategy
- Daniel: Designed and built website
- Advisory board: Agreed to participate, voted, some tweeted and blogged
- Public participation: Entering ideas, voting on ideas, tweeting and blogging

Resources Used:

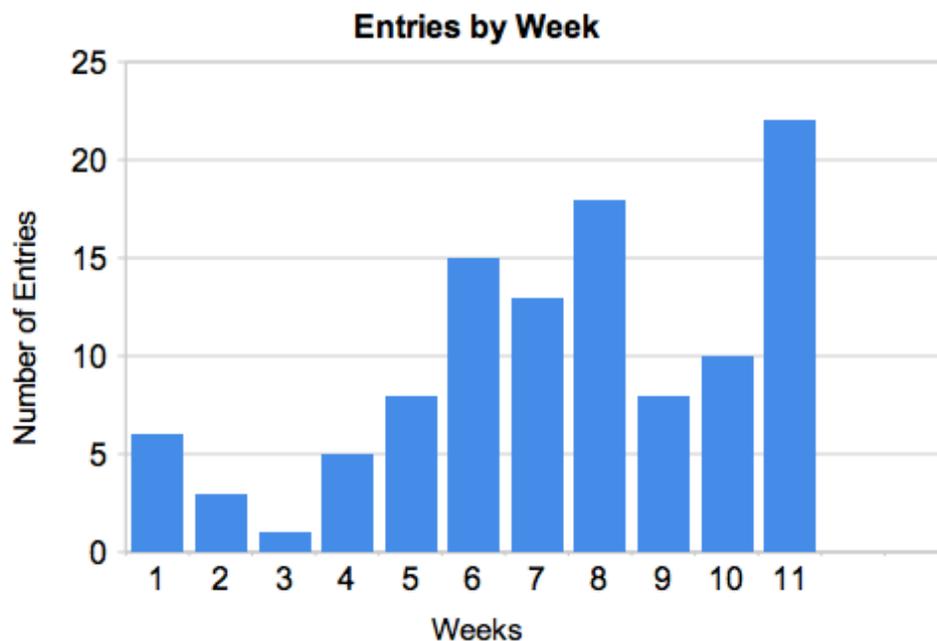
- IFTF server, website, and HH content
- Bodyshock website
- IFTF press infrastructure
- @IFTFHealth
- Friendorfollow.com, wefollow.com, Alltop.com, Technorati.com, LinkedIn, Eventbrite
- Google docs

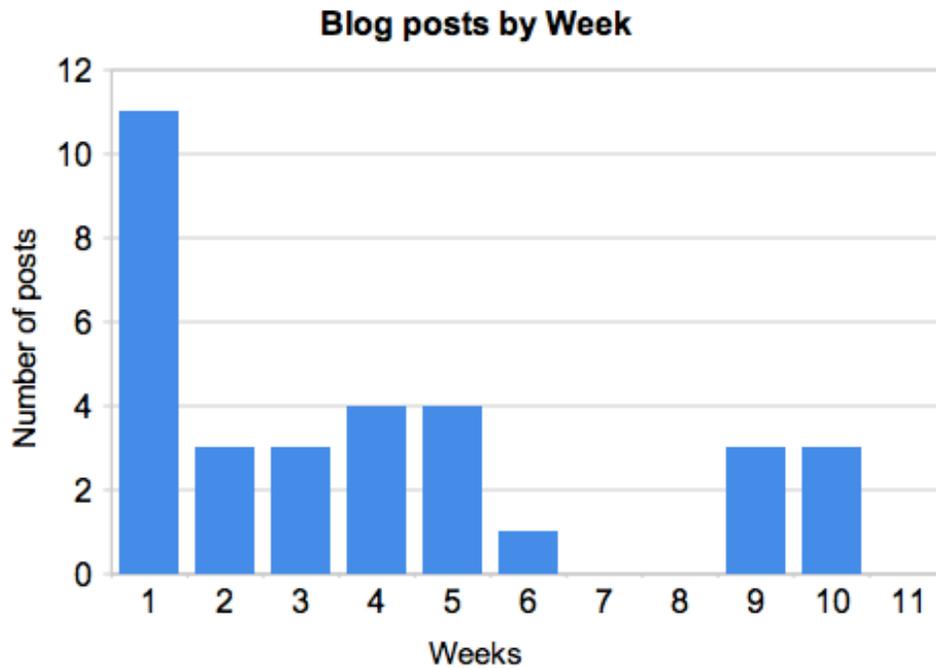
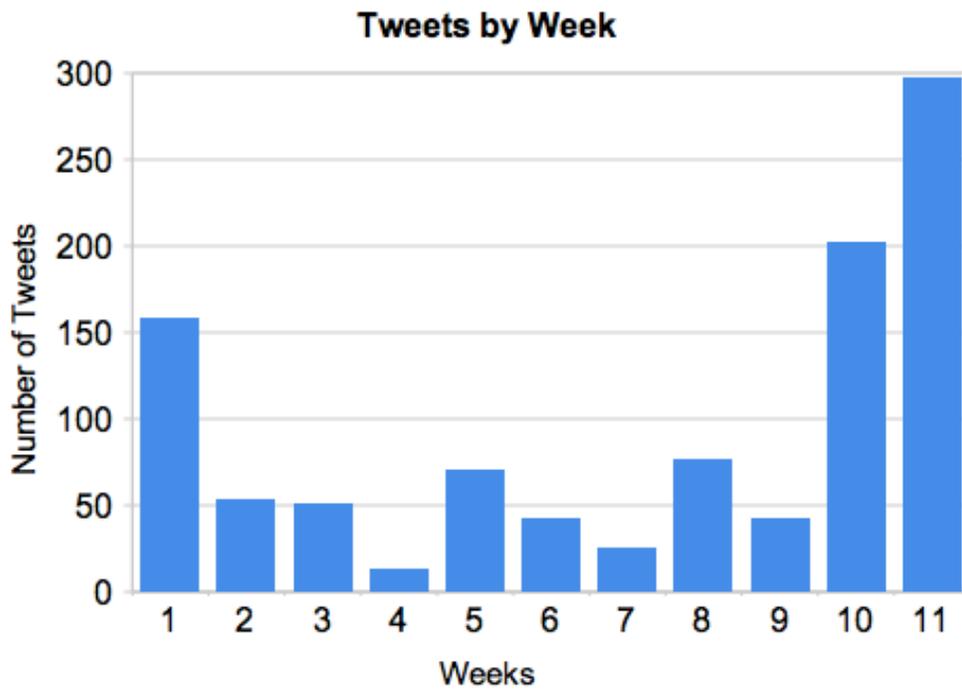
7. Analyze the Weekly Stats

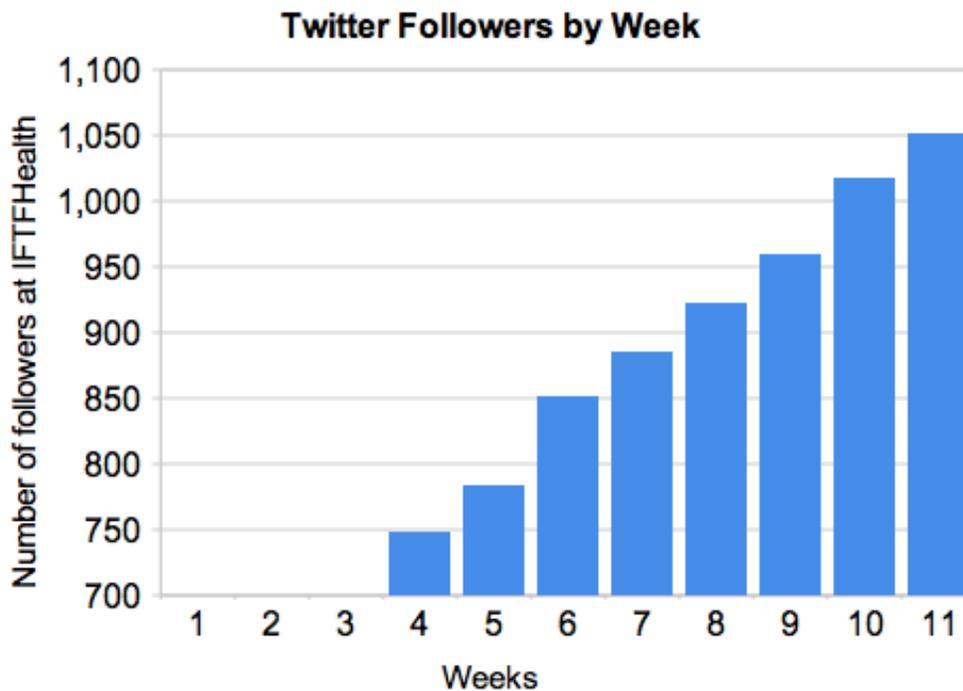
Looking at your data is a great way to see how well your efforts are doing. Here are our stats. The inaugural BodyShock contest ran from June 15 to September 1, 2010. The contest ran for 11 weeks. We got a total of 109 entries, over 1000 tweets about BodyShock, 32 blog posts, and over 8,000 votes from 5,000 computers. IFTFHealth's Twitter followers also increased by 40% over the period of the competition, up to 1,050.

Key Learnings:

- Press release triggered the most blog posts at the beginning of the contest
- Twitter mentions spiked at the end of the contest as people tried to recruit votes
- A few people asked for more time to recruit votes
- Spreading the word to lists and blogs in the middle of the contest caused a spike in entries
- BodyShock was a great ice-breaker on Twitter that helped increase followers by 40%







Final Tally of Judges' Votes

- Play it! Say it! - 7 votes, Australia
- Thrive Portion Ware - 6 votes, San Francisco
- Zed Alert - 4 votes, Stanford
- Recovery Project - 4 votes, Boston
- Anjna Patient Education - 4 votes, Stanford

Runners Up

- Practice Fusion and Indoor Community Gardens - 3 votes
- Safer Hospitals, 12@12, Gezellig, Quantter, All-in-one Data Reflection, Pandemic Buster - 2 votes
- Green Clinic Lab and Future of Running - 1 vote

Some comments from participants who didn't win:

- "Entering BodyShock has been very rewarding in terms of forcing us to visually clarify the more revolutionary implications of our idea"
- "I'd like to thank you for letting me participate in this interesting and challenging competition."
- "Thank you for creating the opportunity. It was an incredible experience and I learned a tremendous amount"

8. Improve for Next Year

Here are some lessons learned and ideas to improve BodyShock for next year. These can also be applied to other contests and public initiatives at IFTF or other organizations.

- Get more help promoting from within IFTF (active blogging, twittering)
- Do a group brainstorm to share networks of IFTF staff
- Add more international judges
- Have create concrete goals (quantifiable or demonstrable) for next year using this project as a baseline
- Add feedback mechanisms for next year to evaluate best modes of promotion (e.g. a field on submission form, "how did you find out about this?")
- Stagger submission and voting deadlines to give later submissions a fairer shot at getting votes
- Pursue broader base of university promotion (e.g. all IFTFers draw on alumni connections, etc. to get the word out)
- Make sure that it's noted that ONE of the criteria for winning is number of popular votes - it's not the only criterion
- Have a different theme/challenge for next year - possibly based on physical activity/behavior change/games, or on commons-based approaches to health
- Find a sponsor to help cover costs
- Have kickstarter/workshops/prototypes for designers entering the contest to help them build their ideas - connect to frog design/ideo as a judge?
- Have case studies - show next year that we helped the winners go somewhere, to build a good reputation for the contest
- Host an open radio show with a celebrity to draw people in and get ideas
- Have a pre-submission boot camp, improve the site to encourage consolidation/collaboration between non-winners and winners, or between entrants - so they can help each other improve their submissions

- Stand out from other design competitions to leverage the future but keep in mind practicality
- Choose winning ideas that cannot get venture funding, where IFTF can have an impact on helping them
- Have Boing Boing interviews with the winners
- Analyze the submitted ideas for themes, signals/ideas from young people
- Target university students, startups, design schools, government
- Accelerate an area that doesn't get a lot of vc attention and that we want to catalyze - make the future
- Have more than one event - maybe a series of interactions leading up to bodyshock prime event to share IFTF research and help people craft relevant ideas
- People didn't see the hc2020 content? Rewrite the IFTF materials for the public rather than corporate voice
- Keep things simple, keep a low barrier to entry
- Have a residency program/internship onsite for the winners

Appendix: Template Emails and Tweets

Here are the email and Twitter templates we used to communicate with various people about the contest:

Judges' Invitation

Subject: For <name>: BodyShock The Future invitation

Body:

Hi <name>,

First of all, <personal comment about their work or a point of connection>

On another exciting note, I'm helping Rod Falcon at Institute for the Future (ITF) set up a Health Advisory Board for ITF's Health Horizons Program. This will be a **rockstar group of thought leaders** involved in health innovation and forward-thinking projects.

The experiment we'd like to do is to run a contest called "BodyShock The Future: Remake. Reboot, Reinvent." The contest will ask people of all ages to come up with ideas to address the challenge of transforming bodies and lifestyles over the next decade. Musical stairs? Implantable sensors? The possibilities are endless. Rod and I will make sure the ideas are innovative and at least partially realistic, pass them along to our star Advisors for comment, and announce the winners at a reception at ITF headquarters in October. The goal is to support and encourage unheard voices in creating a healthy future.

We would like to invite you to be part of this exclusive Health Advisory Board, given your extensive expertise on future trends in health and healthcare. You will be joining board members from the Mayo Clinic, MIT, Kaiser, The Tech Museum of Innovation, CDC, AHA, and others. It's a **minimal time commitment** - an hour or two to review ideas in mid-September, and joining us at the winners' reception in October, if you're available. Please let me know your thoughts!

Thanks Thomas, have an amazing day,

<signature>

Press/Blogger Announcement

Subject: Future of Health Contest for <name of outlet> Readers

Body:

Hi <name>,

I hope you are doing well and enjoying the summer so far. <personal comment about their work or a point of connection>

Just wanted to let you know I'm working on a contest for visual ideas to improve the future of global health with Institute for the Future, and I thought <outlet name> readers might be interested in entering or knowing about it. More details below - we're trying to reach as many brilliant minds as possible for this.

Thanks <name>, have a wonderful day!

<signature>

May the best health idea win.

[BodyShock](#) is a call for ideas to improve global health over the next 3-10 years by transforming our bodies and lifestyles.

Are you:

- a DIY scientist trying to extend healthy human life?
- a developer who wants to invent a mobile diabetes app?
- an elder caregiver with ideas to help people age in place?
- a patient creating an emotional wellness tracker?
- a citizen with a plan to reduce air pollution in your community?

1. **Send us your visual idea by September 1, 2010.** The earlier you enter, the more time you have to gather votes for your idea. [Enter here](#).

2. **Vote for your favorite idea.** Do you think musical stairs will work, or are implantable sensors a better idea? Make your voice heard - [cast your vote](#).

3. **We'll help bring your ideas to life.** Up to 5 winners will be invited to Institute For The Future in Palo Alto, California, expenses paid, on October 8, to present their ideas and be connected to mentors and resources. One of these ideas will also win the \$3,000 [Roy Amara Prize](#).

When An Entry Is Accepted

Subject: Re: BodyShock Idea Entry

Body:

Hi <name>,

Congratulations on being an official entry for BodyShock!! Your <name of idea> concept has been posted here - <http://bodyshockthefuture.org/ideas.php?sort=recent>

Feel free to blog, tweet, and otherwise let the world know about your entry, so you can increase votes for your awesome idea!

Also, for clarification, votes from the public is one measure for choosing a winner, and votes from the judges is another. So getting public votes definitely increases but does not guarantee winning. The top 5 as selected by both public and judges will be flown to California for the winners' reception to present their ideas. Stay tuned, and good luck!!

<signature>

Contest Finished - Entrants

Subject: BodyShock Contest Finished

Body:

Hello amazing BodyShock entrants!

Just writing to let you know that the contest officially closed today at 5:00 pm PST. Thank you all for entering your incredible ideas! No more entries or votes are being accepted. Now the waiting begins...

Here are the next steps, so you know what to expect:

1. Starting tomorrow - our national team of judges will review all of the entries and collectively select the top 5
2. September 23, at the latest - 5 winners will be announced and travel arrangements will be made for them to come to Palo Alto on October 8
3. October 8, 6-8 pm - BodyShock winners' celebration will happen at IFTF. You are all invited to come, hear the presentations, and meet some of the BodyShock judges! The winner of the \$3,000 Roy Amara Prize will be announced at the celebration. **Please RSVP and read more information here** - <http://www.eventbrite.com/event/787664927/>

Please let me know if you have any questions, or any thoughts on how your BodyShock experience was and how we can improve on it for next year.

Thank you all for your enthusiastic participation! Good luck to you, and I'll be in touch again soon.

Be well,

<signature>

Judges Instructions

Subject: For BodyShock Judges by Sept. 21: Entries are ready for your votes!

Body:

Hello amazing BodyShock judges!

The contest officially closed on September 1, and Rod Falcon and I have selected the top 20 ideas for you to look at to choose the winners. Now it's your turn to join in the fun!

It's super easy:

1. Go to <http://bit.ly/bPckbr>
2. **Pick your top 5 ideas and email them to me by Tuesday September 21**
3. RSVP for the BodyShock winners' celebration on October 8 - <http://bodyshockwinnerscelebration.eventbrite.com/>

And that's it, you're done!

Please consider the following criteria when choosing your top 5 ideas:

Foresight: Does the idea link to the future of health and healthcare?

Global impact: How many people will the design affect around the world, or how deeply will a smaller population be affected?

Edgy: How non-obvious and creative is the idea?

Efficient: How simple and cost effective is the idea?

Attainable: Can the idea be implemented within 10 years?

Positive outcome: Will the idea help transform bodies and lifestyles to produce better health?

Popular vote: How many people voted for the idea?

As requested, the entries are all blinded so you can just vote based on the ideas without knowing who entered them.

Please let me know if you have any questions, and have fun looking at the ideas - we got some great ones!!

Wishing you all a wonderful day,

<signature>

Congratulations to BodyShock Winners

Subject: Congratulations from BodyShock

Body:

Dear Vineet, Elizabeth, Michael, Sally, and Stephanie,

Congratulations!!!! The judges have cast their votes, and you were chosen as the 5 winners of this year's IFTF BodyShock the Future competition! Hooray!

The top 5 ideas are (in alphabetical order):

Anjna Patient Education

Play It! Say It!

Recovery Project

Thrive Portion Ware

Zed Alert

After you finish jumping out of your seat and cheering wildly, here's what you need to do next... :)

1. Arrange your travel. IFTF is pleased to invite you to the BodyShock Winners' Celebration, to be held October 8th from 6-8 pm at IFTF's office - 124 University Ave in Palo Alto, CA. Please let Neela Nuristani (copied here) know if you will need a flight or hotel arranged, and what your preferred dates are. A return flight and one hotel night will be covered by IFTF.

2. Tell your friends. Please RSVP for the event here, and invite your family and friends to come along too - <http://www.eventbrite.com/event/787664927/>. We've just posted the announcement on IFTF's blog (<http://iftf.org/node/3604>), so you are welcome to tweet, tell everyone that you won, and thank people for voting for your idea!

3. Prepare your talk. At the event, you will give a 5-minute presentation about your idea, which will be documented for a short film about BodyShock. After all 5 talks, the top winner will be announced and will receive the \$3,000 Roy Amara Prize for Participatory Foresight from IFTF Executive Director Marina Gorbis. I will also be working with you to understand what you most need to help develop your idea, and try to connect you to people who can help while you're in town.

I'll write again soon with a nifty badge you can put on your website to proudly display your BodyShock award.

Please let me know if you have any questions, and congratulations again on your awesomeness!!

<signature>

Announcement to Entrants Who Didn't Win

Subject: Re: BodyShock Contest Finished

Body:

Hello BodyShock participants!

The judging process has finished, and the [5 winners](#) have been selected. Here they are, in alphabetical order:

Anjna Patient Education

Play It! Say It!

Recovery Project

Thrive Portion Ware

Zed Alert

The criteria for evaluation were:

Foresight: Does my idea link to the future of health and healthcare?

Global impact: How many people will my design affect around the world, or how deeply will a smaller population be affected?

Edgy: How non-obvious and creative is my idea?

Efficient: How simple and cost effective is my idea?

Attainable: Can my idea be implemented within 10 years?

Positive outcome: Will my idea help transform bodies and lifestyles to produce better health?

Popular vote: How many people voted for me?

With so many amazing entries, it was a tough decision. **Your visions to change the future of health were all inspiring**, and I encourage you to keep moving forward with your ideas, and to enter BodyShock again next year! **If you would like feedback on your idea in particular, please let me know.** I'd also love to hear feedback on how the BodyShock experience was for you, and how we can improve for next year. Did BodyShock help bring new attention to your idea? What did you learn from participating?

And, if you are in the San Francisco Bay Area, **we'd love to meet you and recognize you** at the BodyShockcelebration/closing ceremony! Please RSVP here if you can make it - <http://bodyshockwinnerscelebration.eventbrite.com/>

Thank you very much for being part of BodyShock, and I look forward to seeing your ideas take root to help the world!

Very best wishes,

<signature>

HTML code for winners' badge

```
<a href="http://www.bodyshockthefuture.org/ideas.php?winners=1"></a>
```

Twitter Thanks to Anyone Who Follows IFTFHealth

This was a DM to each of 1150 followers:

Hi <name>, thanks for following! Please enter or spread a tweet about our contest to improve global health - www.bodyshockthefuture.org

Twitter Thanks to Anyone Who Tweeted about BodyShock

This was a DM based on daily Twitter search for bodyshockthefuture and bodyshock:

Hi <name>, thanks so much for tweeting about <http://bodyshockthefuture.org/> Would you like to submit an idea, or blog to spread the word?

Twitter Invite to BodyShock Celebration

This was a DM to each of 79 IFTFHealth followers in Bay Area:

Hi <name>, we invite you to the free BodyShock celebration on Oct 8 to see 5 winning ideas to transform global health! <http://bit.ly/bwdmuj>

--

We hope this helps give you some insight for your online contest! Please send any feedback to Alexandra Carmichael at acarmichael@affiliates.iff.org or Miriam Lueck-Avery at mlueck.avery@iff.org

Good luck!