

RETAIL IDEA DASH - THE CONCEPT

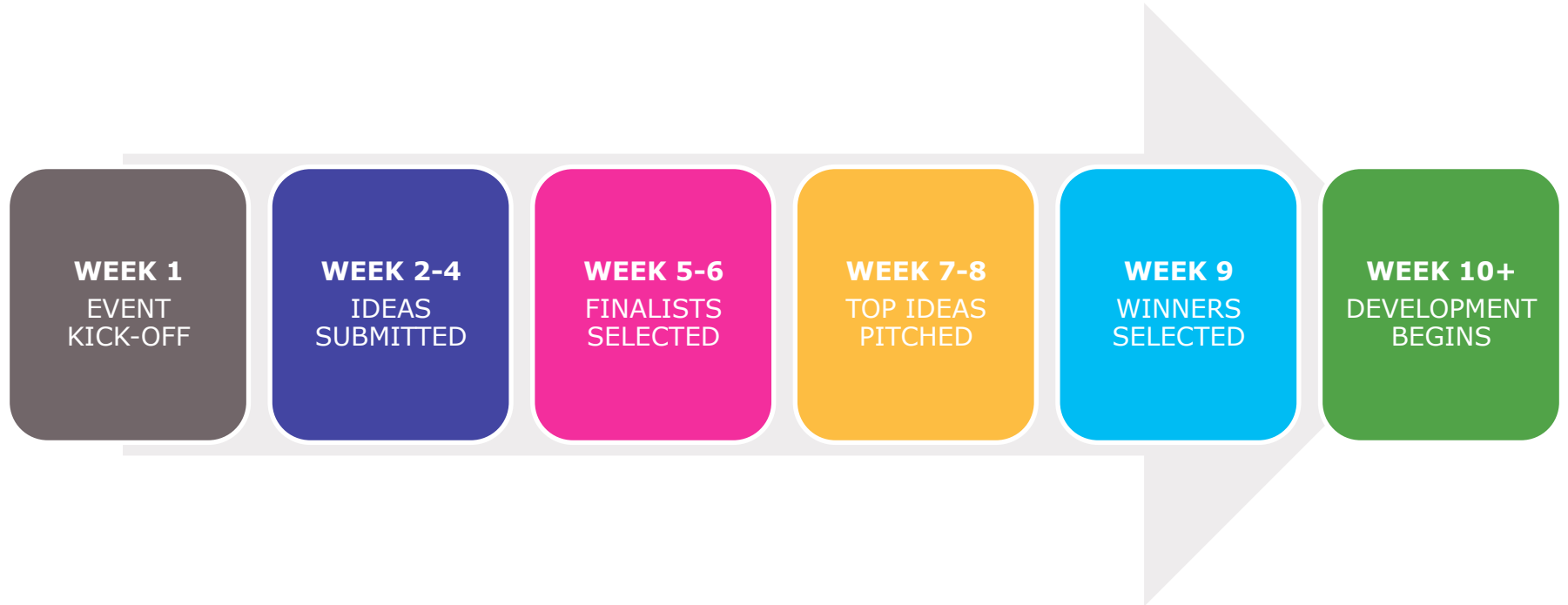


The **Idea Dash** is a semi-annual contest aimed at **engaging** our broader employee base in **Innovation** and making it **easier** for Retail and supporting function **employees** to share and **bring to life** their **ideas** for solving a **defined** business **challenge**.



RETAIL IDEA DASH - PHASES

FROM IDEA TO DEVELOPMENT IN 10 WEEKS





RETAIL IDEA DASH – KEY ACTIVITIES & AWARDS

PHASE	WEEK 1	WEEK 2-4	WEEK 5-6	WEEK 7-8	WEEK 9	WEEK 10+
	EVENT KICK-OFF	IDEAS SUBMITTED	FINALISTS SELECTED	TOP IDEAS PITCHED	WINNERS SELECTED	DEVELOPMENT BEGINS
KEY ACTIVITY	Event details including the business challenge are announced	Ideators submit their ideas using a template on Sharepoint	Committee (1) reviews ideas and selects up to three Finalists to pitch	Finalists develop and deliver pitches to the Judging Panel	Judging Panel (2) selects up to three ideas for development and Product Managers are assigned	Winning ideas enter the development process – Stage Gate or Lean
AWARD	N/A	Drawing for a pair of tickets to local event and pizza party for organizational team with the most ideas	Each Finalist receives 250 myNRG points	N/A	Each Winner receives \$1000 cash (net of deductions) OR 1000 myNRG points (if cash difficult to administer)	Each Winner receives an additional discretionary amount if the idea launches (ONLY Winners will be informed that PMP will reflect Idea Dash performance)

(1) Committee comprised of members of the Innovation team and appropriate representatives from the Business



IDEA SUBMISSION FORM

FORM TO BE COMPLETED FOR EACH IDEA

Ideator FIRST & LAST Name:		
Work email:		
Location:		
Brand affiliation, if any (Reliant, GME, GZ, etc.):		
Description of idea:		
On a scale of 1 to 5, please rate your idea on the following questions and provide reasons for your rating:		
How big of a pain point does the idea address?	1=low or pain, 5=huge pain	Reason for answer (mandatory)
How big is the market for the idea?	1=limited market, 5=huge market	
How good is the timing for the idea?	1=a few years early, 5=now is the time	
How good will we be at executing the idea?	1=we need to acquire knowledge & skills 5=we have what it takes	
How replicable is the idea?	1= extremely easy, 5=extremely difficult	

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