



Worksheet: Motivating the Participants

Step 1: Try to come up with four types of participation opportunities of your co-creation project

Breakup	Description
Level 1	
Level 2	
Level 3	
Level 4	



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Step 3: Come up with the VISA motivators for participants of all levels

Visibility				
No	Followers	Evangelists	Disciples	Co-creators
Incentive (Cash)				
Socializing				
Altruism				