



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 2: List the names of participants according to their levels of participation

No	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

Visibili	Visibility							
No	Followers	Evangelists	Disciples	Co-creators				
Incent	Incentive (Cash)							
Sociali	zing							
Altruis	m 							