

10x.gsa.gov

10x is a Federal venture studio  
housed within GSA's Technology  
Transformation Services (TTS).



# CCSQ Community of Practice

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March 28, 2024

# 10x

## What We'll Cover

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- Overview of 10x
- Our approach
- Our Impact
- Creating a 10x idea
- Q&A

# What you need to know about us

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We **unlock the passion and innovative potential of civil servants** to help government reimagine ways to deliver excellent public service

# How we do it

# 2



We **crowdsource ideas from federal employees** like you. Then we choose a few to fund as real technology projects.

# How we can help each other

# 3



We need your innovative ideas. We can help bring some of them to life. Together, we can help **transform how the government delivers excellent public services** to the public.

# Our Approach



# Our beliefs drive our unique model

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## Project Sourcing

**We solicit technology ideas from federal employees** within the U.S. Government.

We believe that civil servants are **closest to the problems** and a source of great ideas.

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## Funding

Most ideas for new technology projects are not going to work out.

We believe it's better to spend \$20,000 on something that won't work out than \$20,000,000.

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## Risk Mitigation

Our incremental approach enables us to perform due diligence on our investments.

We believe in an evidence-based approach to product development.

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## Unknown Outcomes

We do not know where a project is going to end up during our earlier phases.

And we believe that's a good thing.

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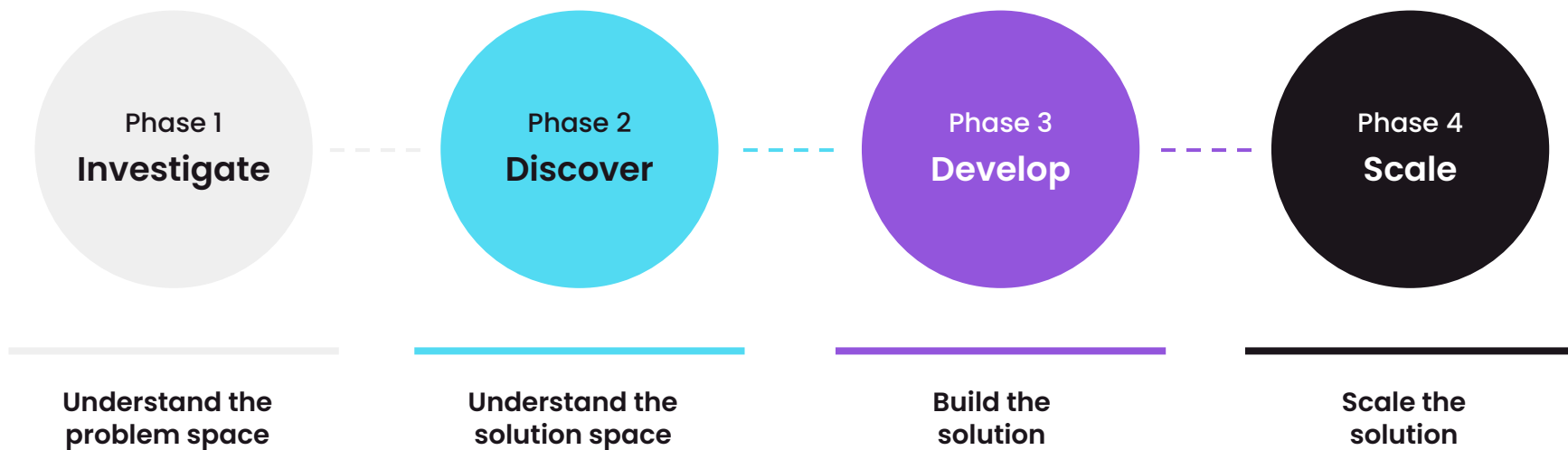
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**And we believe that's a good thing.**

**10x funds iteratively to ensure that only the best projects move forward.**



# Our Impact



# 10x by the numbers



**Evaluated**

1,550 ideas



**Funded**

274 projects



**Invested**

\$38,766,249

# Bias Toolkit

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An official website of the United States government [Here's how you know](#) ✓

## Ableist Language Detector for Job Descriptions

[Home](#) [About](#)

### Make Your Job Description Accessible

Ableist language is language that is offensive to people with disability. This type of language in job descriptions can cause people with disabilities to feel excluded from jobs that they are qualified for. This tool checks job descriptions for ableist language and suggests alternative phrasing that supports more fair and inclusive hiring.

#### Get Started

Paste your job description into the text box below.

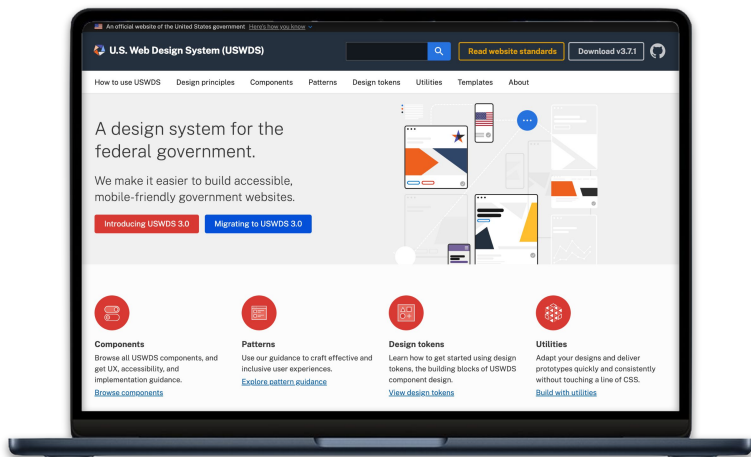
[Check Job Description](#)

# A Guide to the Paperwork Reduction Act

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The screenshot shows the Digital.gov website interface. At the top, it says "An official website of the United States government" and "Digital.gov". The main header features the Digital.gov logo and an "Explore" link. Below the header, there's a navigation bar with "A guide to the Paperwork Reduction Act" and a search bar. The main content area has a dark blue background with the text: "The Paperwork Reduction Act (PRA) is a law governing how federal agencies collect information from the public." Below this is a button that says "Learn what the PRA does". At the bottom, there's a section titled "Get started with the PRA" with a list of links: "When does the PRA", "Plan ahead for the", and "Get help with the PRA".

# USWDS projects



[designsystem.digital.gov/](https://designsystem.digital.gov/)

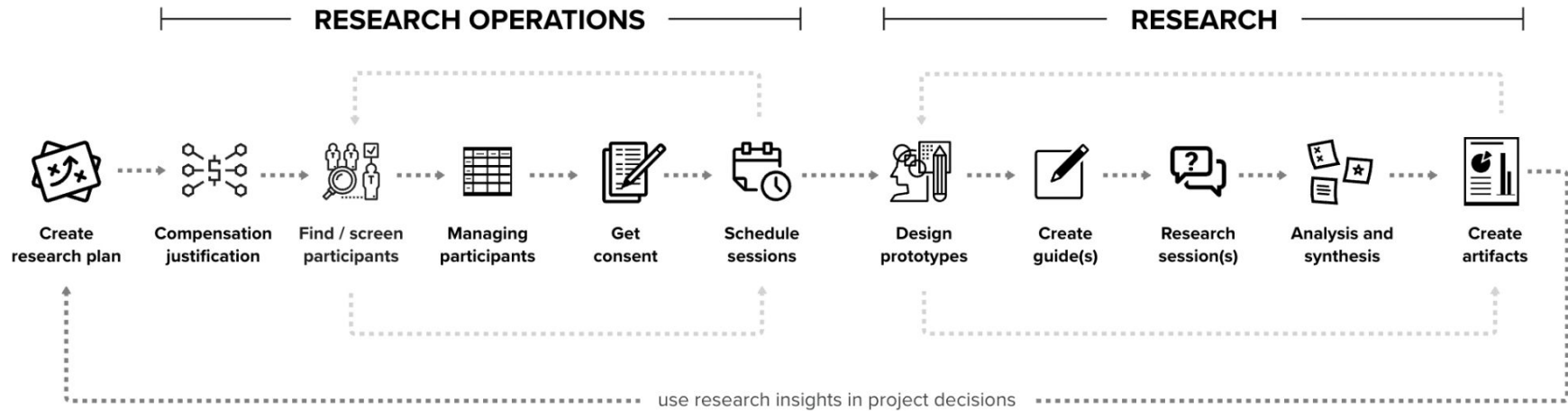
- Contributed to **shared form controls, design components, guidance, and principles**
- Helps agencies create **better digital forms and websites**
- Informed the **CMS Design system**



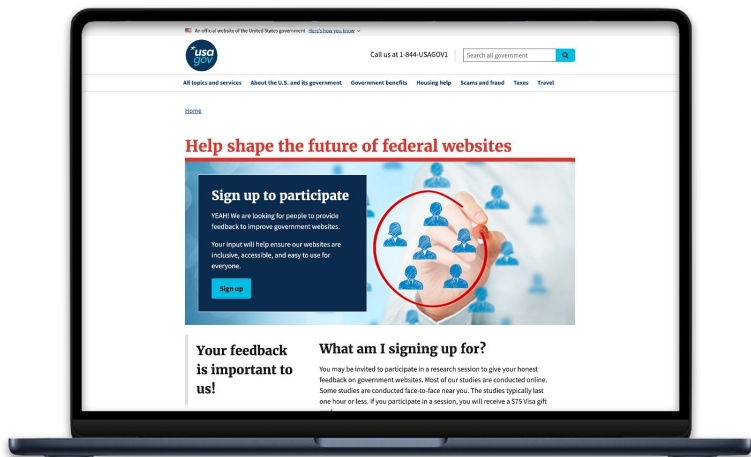
# Enabling Government Research Operations

- Seeks to **increase the number and diversity of public participants in federal research and usability testing**
- **Developing research tools** that will help in the process of recruitment, planning, knowledge management, policy, and scheduling
- Launching a research recruitment page with USAGov to **collect feedback to improve government websites**
- Helps **researchers focus on what matters most:** the research itself

# Research Operations



# 10x + USA.gov → Public Research Recruitment



[usa.gov/user-research](https://www.usa.gov/user-research)

## Connecting TTS to everyday Americans

This site is the first step toward a TTS-wide recruitment service. It will enable us to directly connect our teams to the diverse and underserved populations they serve.

**550+ people have signed up since launching on 2/9/24**

### 4 Pilot Teams:

- **USWDS** - actively researching with participants from this recruitment effort.
- **USA.gov** - receiving participants now for 1-2 research efforts.
- **Vote.gov** - within 1-2 months
- **Benefits Finder** - within 2-3 months

# Creating a 10x Idea

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FIRST THINGS FIRST

# Warm Up

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10x

# First Idea

Most federal employees have a government-issued cell phone. Additionally, they have their own personal cell phone. Which leaves them carrying around (2) cell phones most of the time. Government cell phones are rarely used. I suggest the government and the worker share in the cost of (1) cell phone. Both government and personal calls could be made from the same phone. This way both parties save money.

## Second Idea

Turning 65 is an important milestone for American adults: it comes with new access to health insurance (Medicare), changing eligibility rules for common benefits programs (SNAP), new health recommendations (additional vaccinations and health screening), and important decisions about when to retire and start accepting Social Security retirement benefits. Information about these decisions come separately from multiple Federal agencies (SSA, CMS, CDC, USDA, etc.) at different times depending on the program's schedule. 10x will investigate a one-stop solution aimed at older adults, that connects them to important information and resources about their health, benefits, and retirement decisions in a coherent and streamlined way that makes decision-making easy and intuitive, and takes into account how these decisions interact with one another.

# Prototype App

BEARS

## Answer a Few Questions

▲ For the most accurate results, check the boxes and select the options that best describe your situation.

### Start here

Your date of birth is

Month Day Year

Your relationship to the person who died is

- Select -

Did the person who died serve in the active military, naval, or air service?

yes

no

### About the person who died

The deceased worked and paid Social Security taxes on their earnings.

The deceased died or likely died of COVID-19.

## Potential Federal Benefits

[Open All](#) / [Close All](#) / [Clear Selections](#) Showing 31 related benefits sorted by: Relevance

- Annuity for Certain Military Surviving Spouses +
- Burial Benefits +
- Burial Flag +
- Burial in VA National Cemetery +
- COVID-19 Funeral Assistance +
- Civilian Health and Medical Program of the VA (CHAMPVA) for Child +
- Civilian Health and Medical Program of the VA (CHAMPVA) for Spouse +
- Death Gratuity +
- Dependency and Indemnity Compensation (DIC) for Child +
- Dependency and Indemnity Compensation (DIC) for Parent +



# How to write a great 10x pitch

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## Ideate

Brainstorm using the “Questions to Consider” and write down a few ideas for problems to solve.

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## Questions to Consider



### Your Role

What do you do on a day to day basis?



### Think People

How does your work affect the public?



### Dream Big

What would wild success look like for your mission?



### Easy Button

If you could wave a magic wand, how would you improve public service?

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## Our Template

We have observed [**problem or opportunity**]. We believe that if we [**do this**] that it will result in [**this benefit**] for [**this group of people**].

Thank You!

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