

Innovation Project Scorecard

Pitch: _____

Completed by: _____

Strategic Fit



VISION/CULTURE/IMAGE

Our value proposition and business model are aligned to our company's vision, culture and image.



INNOVATION GUIDANCE

Our value proposition and business model are aligned to our company's innovation guidance

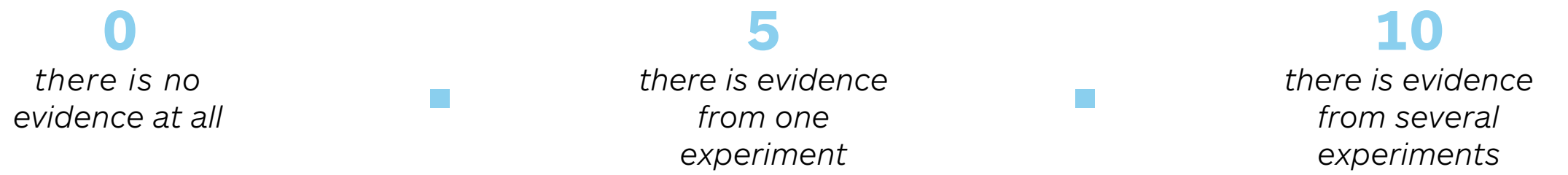


LEADERSHIP SUPPORT

Our value proposition and business model has support from a key sponsor(s).



Risk Reduction



Desirability



CUSTOMER SEGMENT

Our critical customer segments have the jobs, pains, and gains relevant for selling our value proposition.



VALUE PROPOSITION

Our value proposition resonates with our critical customer segments.



CHANNELS

We have found the best channel(s) to reach and acquire our critical customer segments.



CUSTOMER RELATIONSHIP

We have developed the right relationships to retain customers and repeatedly earn from them.



Feasibility



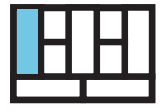
KEY RESOURCES

We have the right technologies and resources to create our value proposition.



KEY ACTIVITIES

We have the right capabilities to handle the most critical activities for creating our value proposition.



KEY PARTNERS

We have found the right key partners who are willing to work with us to create and deliver our value proposition.



Viability



REVENUES

We know how much our customers are willing to pay us and how they will pay.



COSTS

We know our costs for creating and delivering the value proposition.



Adaptability



INDUSTRY FORCES

We understand the competitors and emerging players in our markets.



MARKET FORCES

We understand the critical issues and shifts in our addressable market and its economic value.



KEY TRENDS

We understand the key technology, regulatory, cultural and societal trends that affect our business model.



MACRO-ECONOMIC FORCES

We understand the macro-economic and infrastructure factors that affect our business model.



Opportunity



We understand the financial potential of our idea.

