




# Innovation Project Scorecard

## Strategic Fit

The team has shown the...

### Alignment

		None	Little	Limited	Some	Strong	Very strong
 <b>Corporate identity</b>	Idea/project is aligned with our corporate identity (strategic direction, organizational culture, brand image).	0	1	2	3	4	5
 <b>Innovation guidance</b>	Idea/project is aligned with our company's innovation guidance.	0	1	2	3	4	5
 <b>Leadership support</b>	Idea/project has support from at least one key sponsor who can help it become reality.	0	1	2	3	4	5

## Opportunity

The team has shown the...





### Value

		None	Little	Limited	Some	Strong	Very strong
 <b>Expected return</b>	Financial potential of the idea.	0	1	2	3	4	5

## Risk Reduction




The team has evidence that shows...

### Evidence & confidence

		No evidence	First light evidence (Say)	Light evidence with real artefacts (Say)	Light call-to-action evidence (Do)	Strong call-to-action evidence (Do)	Irrefutable evidence from markets
<b>Desirability</b>							
 <b>Customer segment</b>	Our critical customer segments have the jobs, pains, and gains relevant for selling our value proposition.	0	1	2	3	4	5
 <b>Value proposition</b>	Our value proposition resonates with our critical customer segments.	0	1	2	3	4	5
 <b>Channels</b>	We have found the best channel(s) to reach and acquire our critical customer segments.	0	1	2	3	4	5
 <b>Customer relationship</b>	We have developed the right relationships to retain customers and repeatedly earn from them.	0	1	2	3	4	5



## Feasibility

### Evidence & confidence

 <b>Key resources</b>	We have the right technologies and resources to create our value proposition.	0	1	2	3	4	5
 <b>Key activities</b>	We have the right capabilities to handle the most critical activities for creating our value proposition.	0	1	2	3	4	5
 <b>Key partners</b>	We have found the right key partners who are willing to work with us to create and deliver our value proposition.	0	1	2	3	4	5



## Viability

### Evidence & confidence

 <b>Revenues</b>	We know how much our customers are willing to pay us and how they will pay.	0	1	2	3	4	5
 <b>Costs</b>	We know our costs for creating and delivering the value proposition.	0	1	2	3	4	5

## Adaptability

### Evidence & confidence

 <b>Industry forces</b>	Our idea/project is well positioned to succeed against established competitors and new emerging players.	0	1	2	3	4	5
 <b>Market forces</b>	Our idea/project takes known and emerging market shifts into account.	0	1	2	3	4	5
 <b>Key trends</b>	Our idea/project is well positioned to benefit from key technology, regulatory, cultural, and societal trends.	0	1	2	3	4	5
 <b>Macroeconomic forces</b>	Our idea/project is adapted to known and emerging macroeconomic and infrastructure trends.	0	1	2	3	4	5