


















Innovation Project Scorecard

Strategic Fit		The team has shown the...	Alignment					
			None	Little	Limited	Some	Strong	Very strong
	Corporate identity	Idea/project is aligned with our corporate identity (strategic direction, organizational culture, brand image).	0	1	2	3	4	5
	Innovation guidance	Idea/project is aligned with our company's innovation guidance.	0	1	2	3	4	5
	Leadership support	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
	Expected return	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
Desirability								
	Customer segment	Our critical customer segments have the jobs, pains, and gains relevant for selling our value proposition.	0	1	2	3	4	5
	Value proposition	Our value proposition resonates with our critical customer segments.	0	1	2	3	4	5
	Channels	We have found the best channel(s) to reach and acquire our critical customer segments.	0	1	2	3	4	5
	Customer relationship	We have developed the right relationships to retain customers and repeatedly earn from them.	0	1	2	3	4	5
Feasibility								
	Key resources	We have the right technologies and resources to create our value proposition.	0	1	2	3	4	5
	Key activities	We have the right capabilities to handle the most critical activities for creating our value proposition.	0	1	2	3	4	5
	Key partners	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								
	Revenues	We know how much our customers are willing to pay us and how they will pay.	0	1	2	3	4	5
	Costs	We know our costs for creating and delivering the value proposition.	0	1	2	3	4	5
Adaptability								
	Industry forces	Our idea/project is well positioned to succeed against established competitors and new emerging players.	0	1	2	3	4	5
	Market forces	Our idea/project takes known and emerging market shifts into account.	0	1	2	3	4	5
	Key trends	Our idea/project is well positioned to benefit from key technology, regulatory, cultural, and societal trends.	0	1	2	3	4	5
	Macroeconomic forces	Our idea/project is adapted to known and emerging macroeconomic and infrastructure trends.	0	1	2	3	4	5