

Idea Review Criteria Examples

Detailed below is a selection of review criteria most commonly used to help rank and prioritise ideas from an Innovation Challenge or Always On processes. These are typically used in combinations (at least 4-5) and sometimes additional specialisations or multiple criteria types (more than one criteria from a type are used) to clarify at a more granular level the assessment of the opportunity being reviewed. The ranges are presented for guidance and can be adapted to the requirements of each Innovation Challenge/Always On process to which they are being applied. In addition, each criterion can be weighted in the platform as required. These will then help to produce an overall score of the idea. Finally, free text boxes can be added to the review form to capture opinion or overall recommendations for the next steps.

Strategic Criteria

- Strategic Alignment
 - Strong
 - Moderate
 - Little or none
- Strategic Position in the market
 - Strategically well-positioned
 - Has presence but downstream controlled by others
 - Presence limited to current customers and distributors
- External trends acting on market
 - Highly positive trends that favour substitution
 - Trends have no positive or negative impact
 - Negative trends exist
- Substitution susceptibility
 - There are no barriers to change
 - There are no barriers but change would take 3+ years
 - Barriers exist that would require effort to overcome
- Competitive intensity
 - Highly fragmented, no clear leader
 - Established leader, more than 5 competitors
 - < 3 competitors

Competitive Advantage

- Competitive Position
 - Potential to become best in the world
 - Comparable to others but still differentiated
 - Competition is ahead
- Level of unmet needs
 - Unmet needs are significant and known by market
 - Unmet needs exist but require work to create awareness
 - Unmet needs are not obvious and little motivation exists
- Breadth of Impact
 - Global Reach



- US Based
 - Single Region
- Leverage potential
 - Excellent opportunity
 - Some leverage potential but non-aligned strategies
 - No leverage potential

Investment Criteria (scales can be adapted to fit challenge)

- Potential Cost to Implement
 - Under \$30K
 - \$60-75K
 - \$100K+
- Potential Cost
 - Under \$30K
 - \$60-75K
 - \$100K+

Complexity (of implementation) Criteria

- Leverages Capabilities
 - In-house capability available
 - Requires some development of technical capability
 - Need an invention
- Ease of Technical Implementation
 - Easy
 - Medium
 - Difficult
- Technology/Competency Available
 - Strong
 - Moderate
 - Little or none
- Technical feasibility
 - Have technical capability
 - Requires some development of technical capability
 - Requires outside consultants or competency development
- Core Competence
 - Has current capacity and unique capability to participate
 - Has capability but must build capacity
 - Must build capability and capacity

Time Criteria (scales can be adapted to fit industry)

- Time to Implement
 - 0-6 months
 - 6-12 months
 - 1-2+ years



- Speed to Market
 - 0-3 months
 - 6-12 months
 - 2+ years
- Time to commercialization
 - < 3 Year
 - <5 Year
 - >5 Year
- Speed of Impact
 - Under 6 Months
 - 2+ Years

Return of Investment Criteria (scales can be adapted to fit innovation type)

- Marketability
 - High
 - Medium
 - Low
- Revenue Potential
 - \$10M+
 - \$1M - \$5M
 - Under \$500K
- Impact
 - High
 - Medium
 - Low
- Financial Impact
 - >\$ 100 Million
 - \$ 50 million
 - < \$ 50 million
- Gross Margin
 - >50%
 - >20%
 - <50%
- Growth rate in demand
 - Market is growing >5%
 - Market is growing at 3.5%
 - Market is flat

Specialised Criteria (for specific challenge types)

- Training/Education/Awareness
 - Large impact
 - Small impact
 - No impact
- Middle Management Focus
 - Large impact



- Small impact
 - No impact
- Career Development
 - Large impact
 - Small impact
 - No impact
- Mobility
 - Large impact
 - Small impact
 - No impact
- Performance Management
 - Large impact
 - Small impact
 - No impact