

# 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

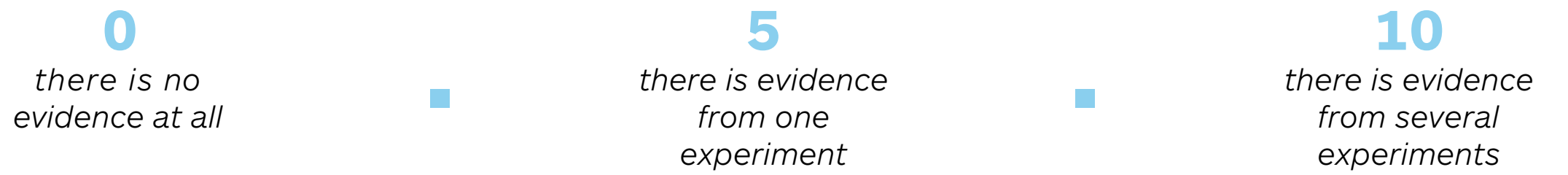


### LEADERSHIP SUPPORT

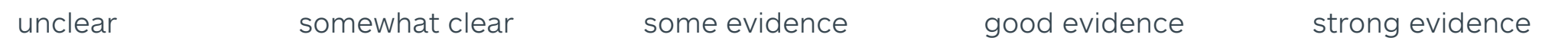
Our value proposition and business model has support from a key sponsor(s).



## 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



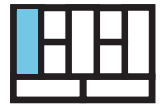
### KEY RESOURCES

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.

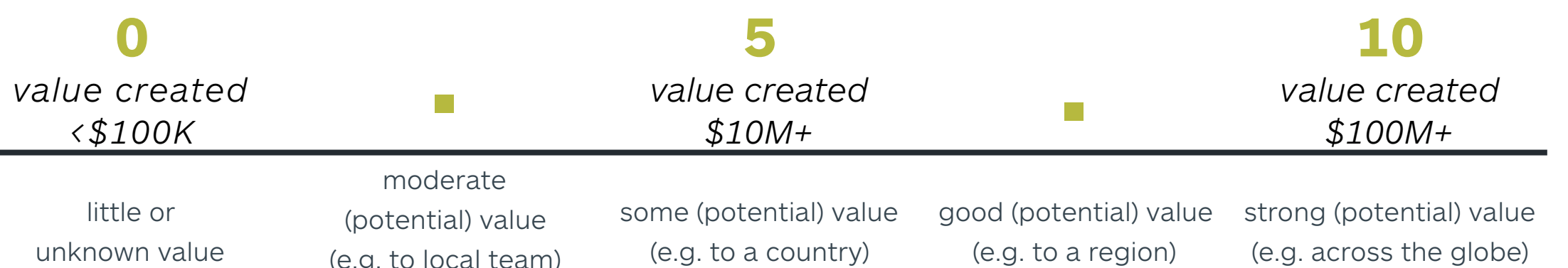


### MACRO-ECONOMIC FORCES

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



## Opportunity



We understand the financial potential of our idea.

