Project No. _____ Evaluator No. _____ Evaluator's Name _____

INNOVATION EVALUATION INSTRUMENT

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DIRECTIONS:
Check the response that best corresponds to your evaluation for each criterion. Be sure you answer all questions. NOTE that "don't know" and "not applicable" responses are coded "DK" and "NA". Be SURE to use them when they are appropriate.

After each group of factors, a space is provided for your written comments relative to that section. If you have any specific information, comments or suggestions, use this space. These comments are highly useful in providing additional information and insights.

SOCIETAL FACTOR (P. 23)

1. (P.23) LEGALITY CRITERION: In terms of applicable laws (particularly product liability), regulations, product standards, this idea/invention/new product . . .

End Statements
- _____will not meet them, even if changed
- _____will require substantial revision to meet them
- _____will require modest revision
- _____will require minor changes
- _____will meet them without any changes

Total 100 Points

_____DK

_____NA

2. (P.26) SAFETY CRITERION: Considering potential hazards and side effects, the use will be:

End Statements
- _____very unsafe, even when used as intended
- _____unsafe under reasonably foreseeable circumstances
- _____relatively safe for careful, instructed users
- _____safe when used as intended, with no foreseeable hazards
- _____very safe under all conditions, including misuse

Total 100 Points

_____DK

_____NA

3. (P.27) ENVIRONMENTAL IMPACT CRITERION: In terms of pollution, litter, misuse of natural resources, etc., use might . . .

End Statements
- _____violate environmental regulations or have dangerous environmental consequences
- _____have some negative effect on the environment
- _____have no effect on the environment if properly used
- _____have no effect on the environment
- _____have a positive impact on the environment

Total 100 Points

_____DK

_____NA

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4. (P.29) SOCIETAL IMPACT CRITERION: In terms of the impact (benefit) upon the general welfare of society, use might . . .

End Statements
_____have substantial negative effect
_____have some negative effect _____DK
_____have no effect if properly used
_____have no effect on society _____NA
_____have a positive benefit to society

Total 100 Points

COMMENTS:

BUSINESS RISK FACTOR: (P. 31)

5. (P.31) FUNCTIONAL FEASIBILITY CRITERION: In terms of intended functions, will it actually do what it is intended to do?

End Statements
_____the concept is not sound; cannot be made to work
_____it won't work now, but might be modified
_____it will work but major changes may be needed _____DK
_____it will work but minor changes might be needed
_____it will work – no changes necessary _____NA

Total 100 Points

6. (P.33) PRODUCTION FEASIBILITY CRITERION: With regard to technical processes or equipment required for production, this invention will . . .

End Statements
_____be impossible to produce now or in the foreseeable future
_____be very difficult to produce _____DK
_____have some problems which can be overcome
_____have only minor problems _____NA
_____have no problems

Total 100 Points

7. (P.34) STAGE OF DEVELOPMENT CRITERION: Based on available information, there is . . .

End Statements
_____only an idea with drawings and/or description; no prototype
_____a rough prototype which demonstrates the concept but is not fully developed and tested _____DK
_____a rough prototype with performance and safety testing completed
_____a final prototype with testing completed; however, minor changes might be needed _____NA
_____a market-ready prototype

Total 100 Points

8. (P.35) INVESTMENT COSTS CRITERION: The amount of capital and other costs necessary for development to the market-ready stage would be . . .

End Statements
_____greater than returns – should be dropped
_____excessive – might not be recoverable _____DK
_____heavy – probably recoverable
_____moderate – recoverable within five years _____NA
_____low – recoverable within two years

Total 100 Points

9. (P.36) PAYBACK PERIOD CRITERION: The expected payback period (time required to recover initial investment) is likely to be . . .

End Statements
_____over 10 years
_____7 to 10 years _____DK
_____4 to 6 years
_____1 to 3 years _____NA
_____less than one year

Total 100 Points

10. (P.40) PROFITABILITY CRITERION: Profitability is defined as the extent to which anticipated revenues will cover the relevant costs (direct, indirect, and capital). Anticipated revenues:

End Statements
- _____will not cover any of the relevant costs
- _____will cover direct costs but contribute minimally to indirect and capital costs (ROI)
- _____will cover direct and indirect costs but might not meet capital costs (ROI)
- _____will cover direct and indirect costs and meet minimum capital costs (ROI)
- _____will cover direct and indirect costs and easily exceed capital cost (ROI)

Total 100 Points

_____NA

_____DK

11. (P.41) MARKETING RESEARCH CRITERION: The marketing research required to develop a market-ready product is estimated to be:

End Statements
- _____extremely difficult and complex
- _____relatively difficult and complex
- _____moderately difficult
- _____relatively easy and simple
- _____very simple and straightforward

Total 100 Points

_____DK

_____NA

12. (P.42) RESEARCH AND DEVELOPMENT CRITERION: The research and development required to reach the production-ready stage will be . . .

End Statements
- _____extremely difficult and complex
- _____relatively difficult and complex
- _____moderately difficult
- _____relatively easy and simple
- _____very simple and straightforward

Total 100 Points

_____DK

_____NA

COMMENTS:

DEMAND ANALYSIS FACTOR (P. 45)

13. (P.45) POTENTIAL MARKET CRITERION: The total market for products of this type might be:

End Statements
- _____very small – very specialized or local in nature
- _____small – relatively specialized or regional in nature
- _____medium – limited national market
- _____large – broad national market
- _____very large – extensive national and possible international market

Total 100 Points

_____DK

_____NA

14. (P.48) POTENTIAL SALES CRITERION: Expected sales of this product might be:

End Statements
- _____very small
- _____small
- _____medium
- _____large
- _____very large

Total 100 Points

_____DK

_____NA

15. (P.50) TREND OF DEMAND CRITERION: The market demand for products of this type appears to be:

End Statements
- _____rapidly declining – product might soon become obsolete
- _____declining
- _____steady – demand expected to remain constant
- _____growing slowly
- _____rapidly expanding

Total 100 Points

_____DK

_____NA

16. (P.52) STABILITY OF DEMAND CRITERION: The fluctuation in demand is likely to be:

End Statements
- _____highly unstable – subject to severe unpredictable fluctuations
- _____unstable – susceptible to moderate unpredictable fluctuations
- _____predictable
- _____stable – variations can be accurately foreseen
- _____highly stable – not susceptible to fluctuations

Total 100 Points

_____DK

_____NA

17. (P.52) PRODUCT LIFE CYCLE CRITERION: The product life cycle is likely to be:

End Statements
- _____less than two years
- _____two to four years
- _____five to seven years
- _____eight to ten years
- _____more than ten years

Total 100 Points

_____DK

_____NA

18. (P.55) PRODUCT LINE POTENTIAL CRITERION: The potential for additional products, multiple styles, qualities, price ranges, etc., is:

End Statements
- _____very limited – single product only
- _____limited to minor modifications only
- _____moderate – multiple markets/use potential
- _____high – new product spin-offs likely
- _____very high – could be foundation of a new industry

Total 100 Points

_____DK

_____NA

COMMENTS:

MARKET ACCEPTANCE FACTOR (P.57)

19. (P.57) COMPATIBILITY CRITERION: Compatibility with existing attitudes and methods of use is:

End Statements
- _____very low – will block market acceptance
- _____low – some conflict; will slow market acceptance
- _____moderate – no negative effects
- _____high – compatibility will aid marketing effort
- _____very high – will give market acceptance a strong boost

Total 100 Points

_____DK

_____NA

20. (P.59) LEARNING CRITERION: The amount of learning required for correct use is:

End Statements
- _____very high – expensive and/or time consuming training required
- _____high – detailed instructions required
- _____moderate – normal instructions sufficient for most users
- _____low – minimal instructions needed
- _____very low – no instructions needed

Total 100 Points

_____DK

_____NA

21. (P.61) NEED CRITERION: The level of need filled or utility provided by this innovation is:

End Statements
- _____very low – gimmick soon forgotten by the owner
- _____low – would only superficially fulfill psychological non-essential needs
- _____moderate – fulfills both psychological and physical non-essential needs
- _____high – fulfills either basic psychological or physical needs
- _____very high – fulfills both psychological and physical needs

Total 100 Points

_____DK

_____NA

22. (P.63) DEPENDENCE CRITERION: The degree to which the sale or use of this product is dependent upon other products, processes or systems is:

End Statements
- _____very high – no market control
- _____high – little market control
- _____moderate – reasonable market control
- _____low – strong market control
- _____very low – complete market control

Total 100 Points

_____DK

_____NA

23. (P.64) VISIBILITY CRITERION: The advantages and benefits are:

End Statements
_____very obscure – very difficult and/or costly to communicate
_____obscure – requires substantial explanation
_____visible – requires some explanation
_____visible – easily communicated
_____very visible – might generate word of mouth communication

Total 100 Points

_____DK

_____NA

24. (P.66) PROMOTION CRITERION: The costs and effort required to promote the advantages, features, and benefits are likely to be:

End Statements
_____very high – prohibitive in relation to expected sales
_____high relative to expected sales
_____moderate – commensurate with expected sales
_____low relative to expected sales
_____very low relative to expected sales

Total 100 Points

_____DK

_____NA

25. (P.67) DISTRIBUTION CRITERION: The cost and difficulty of establishing distribution channels are likely to be:

End Statements
_____very high – prohibitive in relation to expected sales
_____high relative to expected sales
_____moderate – commensurate with expected sales
_____low relative to expected sales
_____very low relative to expected sales

Total 100 Points

_____DK

_____NA

26. (P.68) SERVICE CRITERION: The cost and difficulty associated with providing product service is likely to be:

End Statements
_____very high – will require frequent service and parts
_____high – will need periodic service and parts
_____moderate – will need occasional service and parts
_____low – need for service and parts will be infrequent
_____very low – will require little or no parts and service

Total 100 Points

_____DK

_____NA

COMMENTS:

COMPETITIVE FACTOR: (P. 71)

27. (P.72) APPEARANCE CRITERION: Relative to competition and/or substitutes, appearance is likely to be perceived as:

End Statements
_____very inferior – no customer appeal
_____inferior – little customer appeal
_____similar to other products
_____superior – has customer appeal
_____very superior – has strong customer appeal

Total 100 Points

_____DK

_____NA

28. (P.73) FUNCTION CRITERION: Relative to competing and/or substitute products, services or processes, the function performed may be perceived as:

End Statements
_____very inferior
_____inferior – offers no improvement
_____similar – not noticeably better
_____superior – a noticeable improvement
_____very superior – a major improvement

Total 100 Points

_____DK

_____NA

29. (P.74) DURABILITY CRITERION: Relative to competition and/or substitutes, durability of this product will be perceived as:

End Statements
- _____very inferior – a definite competitive disadvantage
- _____inferior – cannot be promoted as an improvement
- _____similar – not noticeably better
- _____superior – easily promoted as a major improvement
- _____very superior

_____DK

_____NA

Total 100 Points

30. (P.75) PRICE CRITERION: Relative to competition and/or substitute products, the selling price is likely to be:

End Statements
- _____much higher – a definite competitive disadvantage
- _____higher – a competitive disadvantage
- _____about the same
- _____lower – a competitive advantage
- _____much lower – an important competitive advantage

_____DK

_____NA

Total 100 Points

31. (P.77) EXISTING COMPETITION CRITERION: Existing competition for this innovation appears to be:

End Statements
- _____very high – new entry will be difficult and costly
- _____high – only a small market share can be gained
- _____moderate – market penetration can be gained with reasonable effort and expense
- _____low – a significant market share can be gained
- _____very low – market dominance possible

_____DK

_____NA

Total 100 Points

32. (P.78) NEW COMPETITION CRITERION: Competition from new entrants or competitive reaction is expected to be:

End Statements
- _____very high – product lead will be very short
- _____high – product lead will be relatively short
- _____moderate – market share can be maintained
- _____low – product lead will be relatively long
- _____very low – a strong chance to sustain large market share

_____DK

_____NA

Total 100 Points

33. (P.80) PROTECTION CRITERION: Considering patents (or copyrights), technical difficulty or secrecy, the prospects for protection appear to be:

End Statements
- _____no legal protection or secrecy possible
- _____no legal protection but some secrecy might be possible
- _____limited legal protection but some secrecy might be possible
- _____may be patented, copyrighted and/or short run secrecy possible
- _____can definitely be patented, copyrighted and/or long term secrecy possible

_____DK

_____NA

Total 100 Points

COMMENTS:

In my opinion, the likelihood of this idea, process or product being successful in the marketplace is: (Place an X at the appropriate place on the line marked A - B.)

