

EVALUATE THE ATTRACTIVENESS OF INTERNAL INNOVATION

NAME

DATE

Use this worksheet for every opportunity that you would like to evaluate.



Internal innovation project:

POTENTIAL



LOW

MID

HIGH

SUPER HIGH

COMPELLING REASON TO ADOPT

Clear organizational need

Effective solution

Alignment with business strategy



LOW

MID

HIGH

SUPER HIGH

IMPACT EXTENT

Size of affected target

Expected growth in need / affected target



LOW

MID

HIGH

SUPER HIGH

ECONOMIC VIABILITY

Investment vs. direct savings/improved efficiencies

Indirect benefits (branding, differentiation etc)

Springboard for future goals

CHALLENGE



LOW

MID

HIGH

SUPER HIGH

IMPLEMENTATION OBSTACLES

Innovation development challenges

Adoption barriers/change management obstacles

Raising human and financial capital



LOW

MID

HIGH

SUPER HIGH

IMPLEMENTATION TIME

Preparation time (before starting the project)

Time until the project goals are fully accomplished



LOW

MID

HIGH

SUPER HIGH

EXTERNAL RISKS

Dependencies on value chain members

Dependencies on other 3rd parties

Regulation risks

OVERALL POTENTIAL

LOW

MID

HIGH

SUPER HIGH



OVERALL CHALLENGE

LOW

MID

HIGH

SUPER HIGH



Use the overall ratings to situate each opportunity on the Attractiveness Map

Use this worksheet for every market opportunity you would like to evaluate.



Market Opportunity:

POTENTIAL



LOW

MID

HIGH

SUPER HIGH

COMPELLING REASON TO BUY

Unmet need

Effective solution

Better than current solutions



LOW

MID

HIGH

SUPER HIGH

MARKET VOLUME

Current market size

Expected growth



LOW

MID

HIGH

SUPER HIGH

ECONOMIC VIABILITY

Margins (value vs. cost)

Customers' ability to pay

Customer stickiness

CHALLENGE



LOW

MID

HIGH

SUPER HIGH

IMPLEMENTATION OBSTACLES

Product development difficulties

Sales and distribution difficulties

Funding challenges



LOW

MID

HIGH

SUPER HIGH

TIME TO REVENUE

Development time

Time between product and market readiness

Length of sale cycle



LOW

MID

HIGH

SUPER HIGH

EXTERNAL RISKS

Competitive threat

3rd party dependencies

Barriers to adoption

OVERALL POTENTIAL

LOW

MID

HIGH

SUPER HIGH



OVERALL CHALLENGE

LOW

MID

HIGH

SUPER HIGH

