Innovation Evaluation Sheet

Applicant: _____ Idea: _____

Problem:

○ 1	○ 2	○ 3
No problem has been identified that requires this product/service	A problem has been identified with reasonable support	There is a big problem that needs to be corrected now

Solution:

○ 1	○ 2	○ 3
It is unclear what the team's product is and how it solves a problem	A solution was identified, but it is vague or unclear.	A clear, feasible solution was presented

Market:

○ 1	○ 2	○ 3
Target market was not identified	The problem impacts a specific target market	Identified individuals are capable of purchasing the product/service

Sales Strategy:

○ 1	○ 2	○ 3
No discussion on how to sell the product	Missing some key support for marketing strategy	Well-developed plan on how to find, attract, and sell to new customers

Competitors:

○ 1	○ 2	○ 3
Little to no exploration of competitors	Identified competitors but, missing distinctive competitive advantage	Clear identification of competitors and how the solution is better

Return on Investment:

○ 1	○ 2	○ 3
Insufficient information to build confidence this idea can make money	If well executed, a reasonable possibility of ROI exists.	If well executed, the business has potential to be a homerun.

Creativity:

○ 1	○ 2	○ 3
Little to no innovation in business model	Some attempt at thinking differently about the problem	The solution is uniquely innovative & creatively solves a problem.

Notes:

Strengths:

Weaknesses:

Total Score: _____