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Screening Scorecard

This score card will be used to evaluate the ideas in the pre-screening stage.

Innovation Classification 🚀	Classifies as				
Idea maturity - Level of shared design	Suggestion		Intent		Concept
Opportunity 🔑	None	Little	Limited	Strong	Very Strong
Financial potential - Potential financial value that might be generated.	⬚	⬚	⬚	⬚	⬚
Desirability ❤️	None	Little	Limited	Strong	Very Strong
Problem - Clarity in the definition of Customer/Jobs/Pains/Gains and its significance.	⬚	⬚	⬚	⬚	⬚
Solution - The idea will ease the pain of stakeholder; offering & value proposition will disrupt the status quo.	⬚	⬚	⬚	⬚	⬚
Channels - The channels will allow us to reach & acquire critical customers.	⬚	⬚	⬚	⬚	⬚
Customer relationship/engagement – The idea creates opportunity for compelling interactions with customers.	⬚	⬚	⬚	⬚	⬚
Feasibility	None	Little	Limited	Strong	Very Strong
Key resources - We can secure right technologies and resources to create our value proposition.	⬚	⬚	⬚	⬚	⬚
Key activities - We have or can hire the right capabilities to handle the most critical activities for creating our value proposition.	⬚	⬚	⬚	⬚	⬚

Key partners - We know and can secure the right partners willing to work with us to create and deliver our value proposition *(if needed)*.	⬚	⬚	⬚	⬚	⬚
Incrementally testable – We can grow the idea incrementally; start with partial cheap prototypes, testing critical assumptions first & build by adding and growing.	⬚	⬚	⬚	⬚	⬚

Viability	None	Little	Limited	Strong	Very Strong
Value capture - We are clear on value capture concept / cost savings proposed.	⬚	⬚	⬚	⬚	⬚
Cash flow/profitability - Benefits justify time and expenditures spent on the development.	⬚	⬚	⬚	⬚	⬚

Adaptability	None	Little	Limited	Strong	Very Strong
Industry & market forces - Idea takes known & emerging shifts into account and is well positioned to succeed against competitors.	⬚	⬚	⬚	⬚	⬚
Key trends - Idea is well positioned to benefit from key technology, regulatory, cultural, and societal trends.	⬚	⬚	⬚	⬚	⬚

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Screening Guidance

Use this guide to understand the details of the variables to assess.

Innovation classification 🚀

Idea maturity - Determine the maturity level of the idea.

Suggestion – Indicates the area of a problem and suggests general action or use of technology as a solution.

Intent – It captures key aspects such as definition of a customer, a problem, opportunities, and basic outline of a value proposition for stakeholders.

Concept+ – Clearly answers questions where to play?, what to offer?, how to win? It describes the solution via simple use case and outlines basic resource-value creation-value capture model.

Opportunity 🔑

Financial potential - Estimate the size of financial potential based on the provided information. Consider individual impact i.e. within one plant, office, country. Then consider possibility of replicability and scalability. Use your best guess when you imagine the solution. If you are not able to estimate mark as *little.*

Note: Increased convenience and time saved has also financial value that can be estimated e.g. using average income per hour.

Guidance:

little opportunity - impacts a local team only (plant, office); or thinking in $ less than $25 thousand annually, or less than $100 thousand as one-off.

very strong opportunity - global impact; or thinking in $ more than $25 million annually, or less than $100 million as one-off.

Desirability ❗

(Are customers/users interested? Who cares? Do they want this?)

Problem

•The foothold customer is described precisely.

Guidance:

None - there is no identified foothold customer or is too generic.

Very strong - there is direct evidence for who will be the customer (interviews, prototypes, mock-ups used/sold, work-arounds recorded etc.).

•The idea targets a job that matters to the customer.

Guidance:

None - Customer does not care about the job - does not spend time or money trying to solve it.

Very strong - The job is critical "life necessary" need even if customer can't articulate it.

•Customer's ability to get the job done is dampened by some barrier the idea can get terminate or mitigate.

Guidance:

None - There is no obvious barrier to getting the job done fully, conveniently and cheaply with already available solutions, offerings.

Very strong - Customers with limited both skills and wealth are not able to get the job done satisfactory.

Solution

•Solution, the value creation, is well thought out & viable.

Guidance:

None - *The solution is not explained, confusing, too complex to comprehend.*

Limited - *Clear concept with main hypothesis is articulated.*

Very strong - *Early demonstrated proof of viable solution has been provided.*

•The idea breaks (changes) status quo via simplicity, reliability or affordability.

Guidance:

None - *The idea is just a better mousetrap, with no real sustainable value offer.*

Very strong - *We can be confident that the solution is more simple, convenient, reliable, or cheaper than existing alternatives and thus enables creation of new usage or markets.*

•There is plenty of opportunities for expansion in derivation from the foothold.

Guidance:

None - *The possible expansion is fully about penetrating only the target customer.*

Very strong - *The expansion will be possible via expanding to new jobs to be done.*

Channels

•There are multiple possible channels to reach foothold customers

Guidance:

None - *Ability to get through an existing channel or to sell directly is not clear.*

Very strong - *There are multiple channels, ways how to reach customers/users in all market/company.*

Customer relationship & engagement

•The meaningful connections between customer and the company will be developed to retain customers and repeatedly earn from them (within the transactions with customers or within the application by users)

Guidance:

None - *The aspect of the customer engagement that creates relationship is not discussed in the idea at all.*

Very strong - *Tested use case or analogy has been provided showing why they find the experience fulfilling or delightful*

Feasibility

(Can we do this? Are we able to make it? Can we get access to resources, key partners…?)

Key resources

•We can secure right technologies and resources to create our value proposition.

Guidance:

None - *We won't be able to secure (hiring is also an option) key resources even for developing the prototype or MVP.*

Very strong - *We have all necessary resources incl. intellectual property and can manage them.*

•Technical uncertainty is relatively low

Guidance:

None - *It seems rather as science-fiction. Success will require nothing shorter of miracle.*

Very strong - *The solution is built with or based on known technology.*

Activities tbd

Partners tbd

Incrementally testable

•Key assumptions that must be true for success can be tested early

Guidance:

None - *Major assumptions are not known, unclear how basic assumption can be tested without large investments and long time for development.*

Very strong - *Major assumptions are identified and can be tested within three months from project kick-off. Idea can be built and tested via starting with mock-ups, MVPs, Prototypes…*

Viability

(Should we do this? Can it generate more revenue than costs?)

Value capture

•Value capture is well thought out & viable

Guidance:

None - *The way to capture value is not explained, confusing, too complex to comprehend.*

Limited - *Clear concept with main hypothesis is articulated.*

Very strong - *Early demonstrated proof of viable solution has been provided*.

•Reasonable size of the success story is plausible

Guidance:

None - *Everything has to go perfectly for the opportunity to be sizeable.*

Very strong - *There size of the story is obvious with multiple ways to success.*

•It is not dependent on technical or channel cooperation from industry players

Guidance:

None - *Only path to market is through complicated or multiple-layered indirect channel; customer contact is not possible.*

Very strong - *The solution can be sold without risk of inter-operability issues or channel conflicts.*

Cash flow/profitability

•It can be replicated or scaled early. The nature of cash flow assumed for the idea will allow for early profitability.

Guidance:

None - *The idea requires a large amount of investment and time to scale/replicate.*

Very strong - *Scaling/replication can happen very quickly, allowing for early profitability.*

Adaptability

Industry & market forces

•Competition has limited opportunities to build competitive advantage

Guidance:

None - *The market, the job, the issue we are addressing is populated with large, hungry competitors.*

Very strong - *Early activities will be well below the radar of interest of the competitors.*

Key Trends tbd