

INNOVATION EVALUATION INSTRUMENT

by
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Eugene, Oregon 97403

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 | _____ DK |
| | | _____ will require substantial revision to meet them | |
| | | _____ will require modest revision | |
| | | _____ will require minor changes | _____ NA |
| | | _____ will meet them without any changes | |
| | | Total 100 Points | |

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

- | | | | |
|-------------------|---|---|----------|
| End Statements | { | _____ very unsafe, even when used as intended | _____ DK |
| | | _____ unsafe under reasonably foreseeable circumstances | |
| | | _____ relatively safe for careful, instructed users | |
| | | _____ safe when used as intended, with no foreseeable hazards | _____ NA |
| | | _____ very safe under all conditions, including misuse | |
| | | Total 100 Points | |

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 | _____ DK |
| | | _____ have some negative effect on the environment | |
| | | _____ have no effect on the environment if properly used | |
| | | _____ have no effect on the environment | _____ NA |
| | | _____ have a positive impact on the environment | |
| | | Total 100 Points | |

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 | _____ DK |
| | | _____ have some negative effect | |
| | | _____ have no effect if properly used | |
| | | _____ have no effect on society | _____ NA |
| | | _____ have a positive benefit to society | |
| | | <u>Total 100 Points</u> | |

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 |
| | | <u>Total 100 Points</u> | |

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 | |
| | | <u>Total 100 Points</u> | |

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 | |
| | | <u>Total 100 Points</u> | |

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 | |
| | | <u>Total 100 Points</u> | |

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 | |
| | | <u>Total 100 Points</u> | |

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 | _____ NA |
| | | _____ will cover direct costs but contribute minimally to indirect and capital costs (ROI) | _____ NA |
| | | _____ will cover direct and indirect costs but might not meet capital costs (ROI) | _____ DK |
| | | _____ will cover direct and indirect costs and meet minimum capital costs (ROI) | _____ DK |
| | | _____ will cover direct and indirect costs and easily exceed capital cost (ROI) | _____ NA |
| <hr style="width: 100%; border: 0.5px solid black;"/> | | | |
| Total 100 Points | | | |

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 | _____ DK |
| | | _____ relatively difficult and complex | _____ DK |
| | | _____ moderately difficult | _____ NA |
| | | _____ relatively easy and simple | _____ NA |
| | | _____ very simple and straightforward | _____ NA |
| <hr style="width: 100%; border: 0.5px solid black;"/> | | | |
| Total 100 Points | | | |

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 | _____ DK |
| | | _____ relatively difficult and complex | _____ DK |
| | | _____ moderately difficult | _____ NA |
| | | _____ relatively easy and simple | _____ NA |
| | | _____ very simple and straightforward | _____ NA |
| <hr style="width: 100%; border: 0.5px solid black;"/> | | | |
| Total 100 Points | | | |

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 | _____ DK |
| | | _____ small – relatively specialized or regional in nature | _____ DK |
| | | _____ medium – limited national market | _____ NA |
| | | _____ large – broad national market | _____ NA |
| | | _____ very large – extensive national and possible international market | _____ NA |
| <hr style="width: 100%; border: 0.5px solid black;"/> | | | |
| Total 100 Points | | | |

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

- | | | | |
|---|---|------------------|----------|
| End Statements | { | _____ very small | _____ DK |
| | | _____ small | _____ DK |
| | | _____ medium | _____ NA |
| | | _____ large | _____ NA |
| | | _____ very large | _____ NA |
| <hr style="width: 100%; border: 0.5px solid black;"/> | | | |
| Total 100 Points | | | |

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 | _____ DK |
| | | _____ declining | _____ DK |
| | | _____ steady – demand expected to remain constant | _____ NA |
| | | _____ growing slowly | _____ NA |
| | | _____ rapidly expanding | _____ NA |
| <hr style="width: 100%; border: 0.5px solid black;"/> | | | |
| Total 100 Points | | | |

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

- | | | | |
|----------------|---|--|----------|
| End Statements | } | _____ highly unstable – subject to severe unpredictable fluctuations | _____ DK |
| | | _____ unstable – susceptible to moderate unpredictable fluctuations | |
| | | _____ predictable | |
| | | _____ stable – variations can be accurately foreseen | _____ NA |
| | | _____ highly stable – not susceptible to fluctuations | |
| | | Total 100 Points | |

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

- | | | | |
|----------------|---|---------------------------|----------|
| End Statements | } | _____ less than two years | _____ DK |
| | | _____ two to four years | |
| | | _____ five to seven years | |
| | | _____ eight to ten years | _____ NA |
| | | _____ more than ten years | |
| | | Total 100 Points | |

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 | _____ DK |
| | | _____ limited to minor modifications only | |
| | | _____ moderate – multiple markets/use potential | |
| | | _____ high – new product spin-offs likely | _____ NA |
| | | _____ very high – could be foundation of a new industry | |
| | | Total 100 Points | |

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 | _____ DK |
| | | _____ low – some conflict; will slow market acceptance | |
| | | _____ moderate – no negative effects | |
| | | _____ high – compatibility will aid marketing effort | _____ NA |
| | | _____ very high – will give market acceptance a strong boost | |
| | | Total 100 Points | |

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 | _____ DK |
| | | _____ high – detailed instructions required | |
| | | _____ moderate – normal instructions sufficient for most users | |
| | | _____ low – minimal instructions needed | _____ NA |
| | | _____ very low – no instructions needed | |
| | | Total 100 Points | |

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 | _____ DK |
| | | _____ 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 | _____ NA |
| | | _____ very high – fulfills both psychological and physical needs | |
| | | Total 100 Points | |

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 | _____ DK |
| | | _____ high – little market control | |
| | | _____ moderate – reasonable market control | |
| | | _____ low – strong market control | _____ NA |
| | | _____ very low – complete market control | |
| | | Total 100 Points | |

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 | _____DK |
| | |visible – requires some explanation | |
| | |visible – easily communicated | _____NA |
| | |very visible – might generate word of mouth communication | |
| <hr/> | | | |
| Total 100 Points | | | |

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 | _____DK |
| | |moderate – commensurate with expected sales | |
| | |low relative to expected sales | _____NA |
| | |very low relative to expected sales | |
| <hr/> | | | |
| Total 100 Points | | | |

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 | _____DK |
| | |moderate – commensurate with expected sales | |
| | |low relative to expected sales | _____NA |
| | |very low relative to expected sales | |
| <hr/> | | | |
| Total 100 Points | | | |

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 | _____DK |
| | |moderate – will need occasional service and parts | |
| | |low – need for service and parts will be infrequent | _____NA |
| | |very low – will require little or no parts and service | |
| <hr/> | | | |
| Total 100 Points | | | |

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 | _____DK |
| | |similar to other products | |
| | |superior – has customer appeal | _____NA |
| | |very superior – has strong customer appeal | |
| <hr/> | | | |
| Total 100 Points | | | |

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 | _____DK |
| | |similar – not noticeably better | |
| | |superior – a noticeable improvement | _____NA |
| | |very superior – a major improvement | |
| <hr/> | | | |
| Total 100 Points | | | |

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 | _____ DK |
| | | _____ inferior – cannot be promoted as an improvement | |
| | | _____ similar – not noticeably better | |
| | | _____ superior – easily promoted as a major improvement | _____ NA |
| | | _____ very superior | |
| <hr/> 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 | _____ DK |
| | | _____ higher – a competitive disadvantage | |
| | | _____ about the same | |
| | | _____ lower – a competitive advantage | _____ NA |
| | | _____ much lower – an important competitive advantage | |
| <hr/> 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 | _____ DK |
| | | _____ 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 | _____ NA |
| | | _____ very low – market dominance possible | |
| <hr/> Total 100 Points | | | |

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

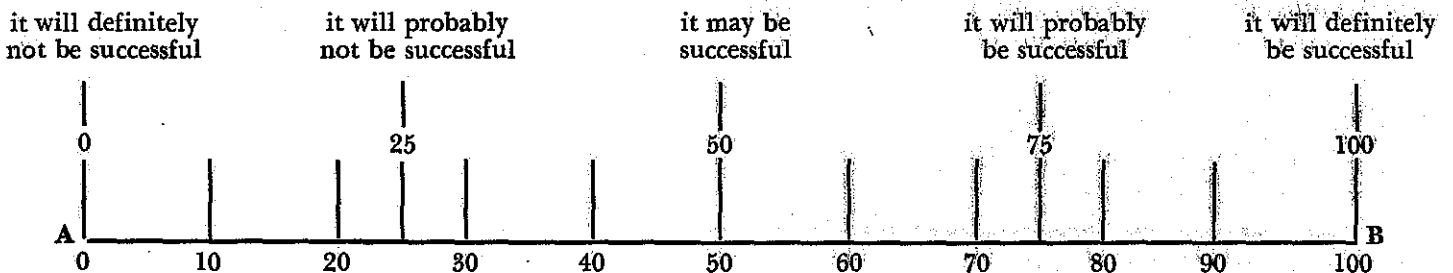
- | | | | |
|------------------------|---|--|----------|
| End Statements | } | _____ very high – product lead will be very short | _____ DK |
| | | _____ high – product lead will be relatively short | |
| | | _____ moderate – market share can be maintained | |
| | | _____ low – product lead will be relatively long | _____ NA |
| | | _____ very low – a strong chance to sustain large market share | |
| <hr/> 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 | _____ DK |
| | | _____ 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 | _____ NA |
| | | _____ can definitely be patented, copyrighted and/or long term secrecy possible | |
| <hr/> 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.)



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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.

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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 | _____ DK |
| | | _____ will require substantial revision to meet them | |
| | | _____ will require modest revision | |
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2. (P.26) SAFETY CRITERION: Considering potential hazards and side effects, the use will be:

- | | | | |
|-------------------|---|---|----------|
| End Statements | } | _____ very unsafe, even when used as intended | _____ DK |
| | | _____ unsafe under reasonably foreseeable circumstances | |
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| | | _____ safe when used as intended, with no foreseeable hazards | _____ NA |
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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 | _____ DK |
| | | _____ have some negative effect on the environment | |
| | | _____ have no effect on the environment if properly used | |
| | | _____ have no effect on the environment | _____ NA |
| | | _____ have a positive impact on the environment | |
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4. (P.29) SOCIETAL IMPACT CRITERION: In terms of the impact (benefit) upon the general welfare of society, use might . . .

- | | | | |
|----------------|---|--|----------|
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| | | _____ have no effect on society | _____ NA |
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- | | | | |
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| | | _____ it will work but minor changes might be needed | |
| | | _____ it will work — no changes necessary | _____ NA |
| | | Total 100 Points | |

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

- | | | | |
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| | | _____ 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 | |

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- | | | | |
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| End Statements | { | _____ greater than returns — should be dropped | |
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| | | _____ moderate — recoverable within five years | _____ NA |
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- | | | | |
|----------------|---|--------------------------|----------|
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| | | _____ 7 to 10 years | _____ DK |
| | | _____ 4 to 6 years | |
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- | | | | |
|----------------|---|--|----------|
| End Statements | } | _____ will not cover any of the relevant costs | |
| | | _____ will cover direct costs but contribute minimally to indirect and capital costs (ROI) | _____ NA |
| | | _____ 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) | _____ DK |
| | | _____ will cover direct and indirect costs and easily exceed capital cost (ROI) | |
| | | <u>Total 100 Points</u> | |

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- | | | | |
|----------------|---|--|----------|
| End Statements | } | _____ extremely difficult and complex | |
| | | _____ relatively difficult and complex | _____ DK |
| | | _____ moderately difficult | |
| | | _____ relatively easy and simple | _____ NA |
| | | _____ very simple and straightforward | |
| | | <u>Total 100 Points</u> | |

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- | | | | |
|----------------|---|--|----------|
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COMMENTS:

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- | | | | |
|----------------|---|---|----------|
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| | | _____ medium – limited national market | |
| | | _____ large – broad national market | _____ NA |
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| | | <u>Total 100 Points</u> | |

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

- | | | | |
|----------------|---|-------------------------|----------|
| End Statements | } | _____ very small | |
| | | _____ small | _____ DK |
| | | _____ medium | |
| | | _____ large | _____ NA |
| | | _____ very large | |
| | | <u>Total 100 Points</u> | |

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

- | | | | |
|----------------|---|--|----------|
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| | | _____ declining | _____ DK |
| | | _____ steady – demand expected to remain constant | |
| | | _____ growing slowly | _____ NA |
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- | | | | |
|-------------------------|---|--|----------|
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| | | _____ unstable – susceptible to moderate unpredictable fluctuations | |
| | | _____ predictable | |
| | | _____ stable – variations can be accurately foreseen | _____ NA |
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| <u>Total 100 Points</u> | | | |

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- | | | | |
|-------------------------|---|---------------------------|----------|
| End Statements | { | _____ less than two years | _____ DK |
| | | _____ two to four years | |
| | | _____ five to seven years | |
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- | | | | |
|-------------------------|---|---|----------|
| End Statements | { | _____ very limited – single product only | _____ DK |
| | | _____ limited to minor modifications only | |
| | | _____ moderate – multiple markets/use potential | |
| | | _____ high – new product spin-offs likely | _____ NA |
| | | _____ very high – could be foundation of a new industry | |
| <u>Total 100 Points</u> | | | |

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 | _____ DK |
| | | _____ moderate – no negative effects | |
| | | _____ high – compatibility will aid marketing effort | _____ NA |
| | | _____ very high – will give market acceptance a strong boost | |
| <u>Total 100 Points</u> | | | |

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 | _____ DK |
| | | _____ moderate – normal instructions sufficient for most users | |
| | | _____ low – minimal instructions needed | _____ NA |
| | | _____ very low – no instructions needed | |
| <u>Total 100 Points</u> | | | |

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 | _____ DK |
| | | _____ moderate – fulfills both psychological and physical non-essential needs | |
| | | _____ high – fulfills either basic psychological or physical needs | _____ NA |
| | | _____ very high – fulfills both psychological and physical needs | |
| <u>Total 100 Points</u> | | | |

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 | _____ DK |
| | | _____ moderate – reasonable market control | |
| | | _____ low – strong market control | _____ NA |
| | | _____ very low – complete market control | |
| <u>Total 100 Points</u> | | | |

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
- _____ DK
- _____ NA
- Total 100 Points

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
- _____ DK
- _____ NA
- Total 100 Points

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
- _____ DK
- _____ NA
- Total 100 Points

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
- _____ DK
- _____ NA
- Total 100 Points

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
- _____ DK
- _____ NA
- Total 100 Points

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
- _____ DK
- _____ NA
- Total 100 Points

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 | _____ DK |
| | | _____ inferior – cannot be promoted as an improvement | |
| | | _____ similar – not noticeably better | |
| | | _____ superior – easily promoted as a major improvement | _____ NA |
| | | _____ very superior | |
| <hr style="width: 100px; margin-left: 0;"/> | | | |
| 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 | _____ DK |
| | | _____ higher – a competitive disadvantage | |
| | | _____ about the same | |
| | | _____ lower – a competitive advantage | _____ NA |
| | | _____ much lower – an important competitive advantage | |
| <hr style="width: 100px; margin-left: 0;"/> | | | |
| 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 | _____ DK |
| | | _____ 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 | _____ NA |
| | | _____ very low – market dominance possible | |
| <hr style="width: 100px; margin-left: 0;"/> | | | |
| Total 100 Points | | | |

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

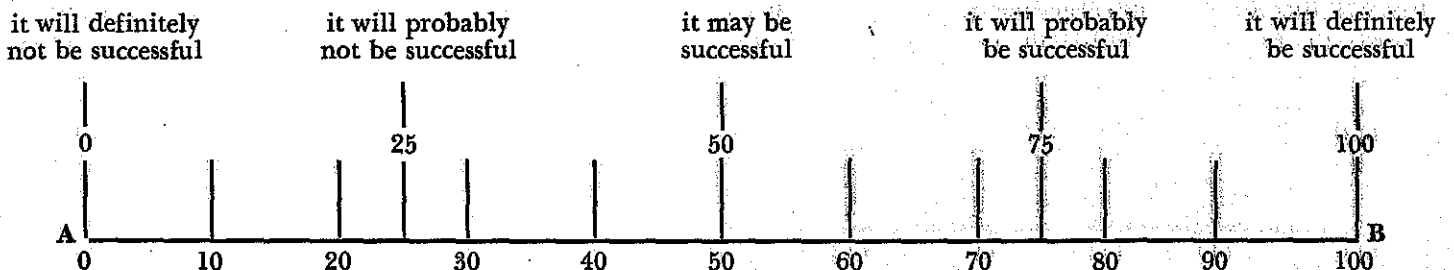
- | | | | |
|---|---|--|----------|
| End Statements | } | _____ very high – product lead will be very short | _____ DK |
| | | _____ high – product lead will be relatively short | |
| | | _____ moderate – market share can be maintained | |
| | | _____ low – product lead will be relatively long | _____ NA |
| | | _____ very low – a strong chance to sustain large market share | |
| <hr style="width: 100px; margin-left: 0;"/> | | | |
| 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 | _____ DK |
| | | _____ 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 | _____ NA |
| | | _____ can definitely be patented, copyrighted and/or long term secrecy possible | |
| <hr style="width: 100px; margin-left: 0;"/> | | | |
| 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.)



INNOVATION EVALUATION INSTRUMENT

by
Gerald G. Udell and Kenneth G. Baker

Innovation Center
College of Business Administration
University of Oregon
Eugene, Oregon 97403

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 | _____ DK |
| | | _____ will require substantial revision to meet them | |
| | | _____ will require modest revision | |
| | | _____ will require minor changes | _____ NA |
| | | _____ will meet them without any changes | |

Total 100 Points

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

- | | | | |
|-------------------|---|---|----------|
| End Statements | { | _____ very unsafe, even when used as intended | _____ DK |
| | | _____ unsafe under reasonably foreseeable circumstances | |
| | | _____ relatively safe for careful, instructed users | |
| | | _____ safe when used as intended, with no foreseeable hazards | _____ NA |
| | | _____ very safe under all conditions, including misuse | |

Total 100 Points

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 | _____ DK |
| | | _____ have some negative effect on the environment | |
| | | _____ have no effect on the environment if properly used | |
| | | _____ have no effect on the environment | _____ NA |
| | | _____ have a positive impact on the environment | |

Total 100 Points

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
..... have no effect if properly used
..... have no effect on society
..... have a positive benefit to society
- _____ DK
_____ NA
- 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
..... it will work but minor changes might be needed
..... it will work - no changes necessary
- _____ DK
_____ 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
..... have some problems which can be overcome
..... have only minor problems
..... have no problems
- _____ DK
_____ NA
- 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
..... a rough prototype with performance and safety testing completed
..... a final prototype with testing completed; however, minor changes might be needed
..... a market-ready prototype
- _____ DK
_____ NA
- 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
..... heavy - probably recoverable
..... moderate - recoverable within five years
..... low - recoverable within two years
- _____ DK
_____ NA
- 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
..... 4 to 6 years
..... 1 to 3 years
..... less than one year
- _____ DK
_____ NA
- 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 | _____ NA |
| | | _____ will cover direct costs but contribute minimally to indirect and capital costs (ROI) | _____ NA |
| | | _____ will cover direct and indirect costs but might not meet capital costs (ROI) | _____ DK |
| | | _____ will cover direct and indirect costs and meet minimum capital costs (ROI) | _____ DK |
| | | _____ will cover direct and indirect costs and easily exceed capital cost (ROI) | _____ NA |
| Total 100 Points | | | |

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 | _____ DK |
| | | _____ relatively difficult and complex | _____ NA |
| | | _____ moderately difficult | _____ NA |
| | | _____ relatively easy and simple | _____ NA |
| | | _____ very simple and straightforward | _____ NA |
| Total 100 Points | | | |

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 | _____ DK |
| | | _____ relatively difficult and complex | _____ DK |
| | | _____ moderately difficult | _____ NA |
| | | _____ relatively easy and simple | _____ NA |
| | | _____ very simple and straightforward | _____ NA |
| Total 100 Points | | | |

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 | _____ DK |
| | | _____ small – relatively specialized or regional in nature | _____ DK |
| | | _____ medium – limited national market | _____ NA |
| | | _____ large – broad national market | _____ NA |
| | | _____ very large – extensive national and possible international market | _____ NA |
| Total 100 Points | | | |

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

- | | | | |
|-------------------|---|------------------|----------|
| End Statements | { | _____ very small | _____ DK |
| | | _____ small | _____ DK |
| | | _____ medium | _____ NA |
| | | _____ large | _____ NA |
| | | _____ very large | _____ NA |
| Total 100 Points | | | |

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 | _____ DK |
| | | _____ declining | _____ DK |
| | | _____ steady – demand expected to remain constant | _____ NA |
| | | _____ growing slowly | _____ NA |
| | | _____ rapidly expanding | _____ NA |
| Total 100 Points | | | |

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

- | | | | |
|-------------------|---|--|----------|
| End Statements | } | _____ highly unstable – subject to severe unpredictable fluctuations | _____ DK |
| | | _____ unstable – susceptible to moderate unpredictable fluctuations | |
| | | _____ predictable | |
| | | _____ stable – variations can be accurately foreseen | _____ NA |
| | | _____ highly stable – not susceptible to fluctuations | |
| | | Total 100 Points | |

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

- | | | | |
|-------------------|---|---------------------------|----------|
| End Statements | } | _____ less than two years | _____ DK |
| | | _____ two to four years | |
| | | _____ five to seven years | |
| | | _____ eight to ten years | _____ NA |
| | | _____ more than ten years | |
| | | Total 100 Points | |

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 | _____ DK |
| | | _____ limited to minor modifications only | |
| | | _____ moderate – multiple markets/use potential | |
| | | _____ high – new product spin-offs likely | _____ NA |
| | | _____ very high – could be foundation of a new industry | |
| | | Total 100 Points | |

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 | _____ DK |
| | | _____ low – some conflict; will slow market acceptance | |
| | | _____ moderate – no negative effects | |
| | | _____ high – compatibility will aid marketing effort | _____ NA |
| | | _____ very high – will give market acceptance a strong boost | |
| | | Total 100 Points | |

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 | _____ DK |
| | | _____ high – detailed instructions required | |
| | | _____ moderate – normal instructions sufficient for most users | |
| | | _____ low – minimal instructions needed | _____ NA |
| | | _____ very low – no instructions needed | |
| | | Total 100 Points | |

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 | _____ DK |
| | | _____ 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 | _____ NA |
| | | _____ very high – fulfills both psychological and physical needs | |
| | | Total 100 Points | |

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 | _____ DK |
| | | _____ high – little market control | |
| | | _____ moderate – reasonable market control | |
| | | _____ low – strong market control | _____ NA |
| | | _____ very low – complete market control | |
| | | Total 100 Points | |

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

- | | | | |
|------------------|---|--|----------|
| End Statements | { | _____ very obscure – very difficult and/or costly to communicate | _____ DK |
| | | _____ obscure – requires substantial explanation | |
| | | _____ visible – requires some explanation | |
| | | _____ visible – easily communicated | _____ NA |
| | | _____ very visible – might generate word of mouth communication | |
| <hr/> | | | |
| Total 100 Points | | | |

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 | _____ DK |
| | | _____ high relative to expected sales | |
| | | _____ moderate – commensurate with expected sales | |
| | | _____ low relative to expected sales | _____ NA |
| | | _____ very low relative to expected sales | |
| <hr/> | | | |
| Total 100 Points | | | |

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 | _____ DK |
| | | _____ high relative to expected sales | |
| | | _____ moderate – commensurate with expected sales | |
| | | _____ low relative to expected sales | _____ NA |
| | | _____ very low relative to expected sales | |
| <hr/> | | | |
| Total 100 Points | | | |

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 | _____ DK |
| | | _____ high – will need periodic service and parts | |
| | | _____ moderate – will need occasional service and parts | |
| | | _____ low – need for service and parts will be infrequent | _____ NA |
| | | _____ very low – will require little or no parts and service | |
| <hr/> | | | |
| Total 100 Points | | | |

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 | _____ DK |
| | | _____ inferior – little customer appeal | |
| | | _____ similar to other products | |
| | | _____ superior – has customer appeal | _____ NA |
| | | _____ very superior – has strong customer appeal | |
| <hr/> | | | |
| Total 100 Points | | | |

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 | _____ DK |
| | | _____ inferior – offers no improvement | |
| | | _____ similar – not noticeably better | |
| | | _____ superior – a noticeable improvement | _____ NA |
| | | _____ very superior – a major improvement | |
| <hr/> | | | |
| Total 100 Points | | | |

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 _____ DK
 - inferior – cannot be promoted as an improvement _____ NA
 - similar – not noticeably better
 - superior – easily promoted as a major improvement
 - very superior
- 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 _____ DK
 - higher – a competitive disadvantage _____ NA
 - about the same
 - lower – a competitive advantage
 - much lower – an important competitive advantage
- 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 _____ DK
 - high – only a small market share can be gained _____ NA
 - moderate – market penetration can be gained with reasonable effort and expense
 - low – a significant market share can be gained
 - very low – market dominance possible
- Total 100 Points

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

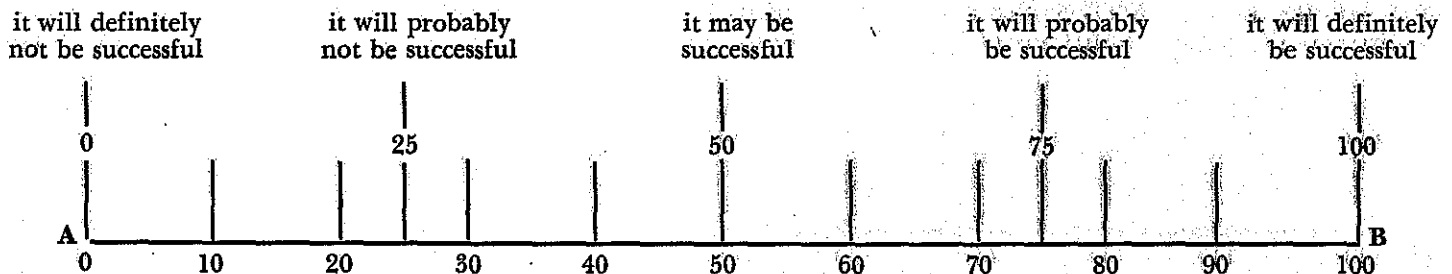
- End Statements {
- very high – product lead will be very short _____ DK
 - high – product lead will be relatively short _____ NA
 - moderate – market share can be maintained
 - low – product lead will be relatively long
 - very low – a strong chance to sustain large market share
- Total 100 Points

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 _____ DK
 - no legal protection but some secrecy might be possible _____ NA
 - 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
- 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.)



INNOVATION EVALUATION INSTRUMENT

by
Gerald G. Udell and Kenneth G. Baker

Innovation Center
College of Business Administration
University of Oregon
Eugene, Oregon 97403

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 | _____ DK |
| | | _____ will require substantial revision to meet them | |
| | | _____ will require modest revision | |
| | | _____ will require minor changes | _____ NA |
| | | _____ will meet them without any changes | |
| <hr/> | | | |
| Total 100 Points | | | |

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

- | | | | |
|-------------------|---|---|----------|
| End Statements | } | _____ very unsafe, even when used as intended | _____ DK |
| | | _____ unsafe under reasonably foreseeable circumstances | |
| | | _____ relatively safe for careful, instructed users | |
| | | _____ safe when used as intended, with no foreseeable hazards | _____ NA |
| | | _____ very safe under all conditions, including misuse | |
| <hr/> | | | |
| Total 100 Points | | | |

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 | _____ DK |
| | | _____ have some negative effect on the environment | |
| | | _____ have no effect on the environment if properly used | |
| | | _____ have no effect on the environment | _____ NA |
| | | _____ have a positive impact on the environment | |
| <hr/> | | | |
| Total 100 Points | | | |

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
 - _____ have no effect if properly used
 - _____ have no effect on society
 - _____ have a positive benefit to society
- _____ DK
_____ NA
- 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
 - _____ it will work but minor changes might be needed
 - _____ it will work -- no changes necessary
- _____ DK
_____ 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
 - _____ have some problems which can be overcome
 - _____ have only minor problems
 - _____ have no problems
- _____ DK
_____ NA
- 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
 - _____ a rough prototype with performance and safety testing completed
 - _____ a final prototype with testing completed; however, minor changes might be needed
 - _____ a market-ready prototype
- _____ DK
_____ NA
- 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
 - _____ heavy -- probably recoverable
 - _____ moderate -- recoverable within five years
 - _____ low -- recoverable within two years
- _____ DK
_____ NA
- 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
 - _____ 4 to 6 years
 - _____ 1 to 3 years
 - _____ less than one year
- _____ DK
_____ NA
- 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 | _____ NA |
| | | _____ will cover direct costs but contribute minimally to indirect and capital costs (ROI) | _____ NA |
| | | _____ will cover direct and indirect costs but might not meet capital costs (ROI) | _____ DK |
| | | _____ will cover direct and indirect costs and meet minimum capital costs (ROI) | _____ DK |
| | | _____ will cover direct and indirect costs and easily exceed capital cost (ROI) | _____ NA |
| | | <u>Total 100 Points</u> | |

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 | _____ DK |
| | | _____ relatively difficult and complex | _____ DK |
| | | _____ moderately difficult | _____ NA |
| | | _____ relatively easy and simple | _____ NA |
| | | _____ very simple and straightforward | _____ NA |
| | | <u>Total 100 Points</u> | |

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 | _____ DK |
| | | _____ relatively difficult and complex | _____ DK |
| | | _____ moderately difficult | _____ NA |
| | | _____ relatively easy and simple | _____ NA |
| | | _____ very simple and straightforward | _____ NA |
| | | <u>Total 100 Points</u> | |

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 | _____ DK |
| | | _____ small – relatively specialized or regional in nature | _____ DK |
| | | _____ medium – limited national market | _____ NA |
| | | _____ large – broad national market | _____ NA |
| | | _____ very large – extensive national and possible international market | _____ NA |
| | | <u>Total 100 Points</u> | |

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

- | | | | |
|----------------|---|-------------------------|----------|
| End Statements | } | _____ very small | _____ DK |
| | | _____ small | _____ DK |
| | | _____ medium | _____ NA |
| | | _____ large | _____ NA |
| | | _____ very large | _____ NA |
| | | <u>Total 100 Points</u> | |

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 | _____ DK |
| | | _____ declining | _____ DK |
| | | _____ steady – demand expected to remain constant | _____ NA |
| | | _____ growing slowly | _____ NA |
| | | _____ rapidly expanding | _____ NA |
| | | <u>Total 100 Points</u> | |

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

- | | | | |
|-------------------|---|---|----------|
| End Statements | } | _____ highly unstable -- subject to severe unpredictable fluctuations | _____ DK |
| | | _____ unstable -- susceptible to moderate unpredictable fluctuations | |
| | | _____ predictable | |
| | | _____ stable -- variations can be accurately foreseen | _____ NA |
| | | _____ highly stable -- not susceptible to fluctuations | |
| | | Total 100 Points | |

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

- | | | | |
|-------------------|---|---------------------------|----------|
| End Statements | } | _____ less than two years | _____ DK |
| | | _____ two to four years | |
| | | _____ five to seven years | |
| | | _____ eight to ten years | _____ NA |
| | | _____ more than ten years | |
| | | Total 100 Points | |

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 | _____ DK |
| | | _____ limited to minor modifications only | |
| | | _____ moderate -- multiple markets/use potential | |
| | | _____ high -- new product spin-offs likely | _____ NA |
| | | _____ very high -- could be foundation of a new industry | |
| | | Total 100 Points | |

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 | _____ DK |
| | | _____ low -- some conflict; will slow market acceptance | |
| | | _____ moderate -- no negative effects | |
| | | _____ high -- compatibility will aid marketing effort | _____ NA |
| | | _____ very high -- will give market acceptance a strong boost | |
| | | Total 100 Points | |

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 | _____ DK |
| | | _____ high -- detailed instructions required | |
| | | _____ moderate -- normal instructions sufficient for most users | |
| | | _____ low -- minimal instructions needed | _____ NA |
| | | _____ very low -- no instructions needed | |
| | | Total 100 Points | |

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 | _____ DK |
| | | _____ 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 | _____ NA |
| | | _____ very high -- fulfills both psychological and physical needs | |
| | | Total 100 Points | |

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 | _____ DK |
| | | _____ high -- little market control | |
| | | _____ moderate -- reasonable market control | |
| | | _____ low -- strong market control | _____ NA |
| | | _____ very low -- complete market control | |
| | | Total 100 Points | |

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

- | | | | |
|-------------------------|---|--|----------|
| End Statements | { | _____ very obscure – very difficult and/or costly to communicate | _____ DK |
| | | _____ obscure – requires substantial explanation | |
| | | _____ visible – requires some explanation | _____ NA |
| | | _____ visible – easily communicated | |
| | | _____ very visible – might generate word of mouth communication | |
| <u>Total 100 Points</u> | | | |

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 | _____ DK |
| | | _____ high relative to expected sales | |
| | | _____ moderate – commensurate with expected sales | _____ NA |
| | | _____ low relative to expected sales | |
| | | _____ very low relative to expected sales | |
| <u>Total 100 Points</u> | | | |

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 | _____ DK |
| | | _____ high relative to expected sales | |
| | | _____ moderate – commensurate with expected sales | _____ NA |
| | | _____ low relative to expected sales | |
| | | _____ very low relative to expected sales | |
| <u>Total 100 Points</u> | | | |

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 | _____ DK |
| | | _____ high – will need periodic service and parts | |
| | | _____ moderate – will need occasional service and parts | _____ NA |
| | | _____ low – need for service and parts will be infrequent | |
| | | _____ very low – will require little or no parts and service | |
| <u>Total 100 Points</u> | | | |

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 | _____ DK |
| | | _____ inferior – little customer appeal | |
| | | _____ similar to other products | _____ NA |
| | | _____ superior – has customer appeal | |
| | | _____ very superior – has strong customer appeal | |
| <u>Total 100 Points</u> | | | |

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 | _____ DK |
| | | _____ inferior – offers no improvement | |
| | | _____ similar – not noticeably better | _____ NA |
| | | _____ superior – a noticeable improvement | |
| | | _____ very superior – a major improvement | |
| <u>Total 100 Points</u> | | | |

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 | _____ DK |
| | | _____ inferior – cannot be promoted as an improvement | |
| | | _____ similar – not noticeably better | |
| | | _____ superior – easily promoted as a major improvement | _____ NA |
| | | _____ very superior | |
| 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 | _____ DK |
| | | _____ higher – a competitive disadvantage | |
| | | _____ about the same | |
| | | _____ lower – a competitive advantage | _____ NA |
| | | _____ much lower – an important competitive advantage | |
| 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 | _____ DK |
| | | _____ 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 | _____ NA |
| | | _____ very low – market dominance possible | |
| 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 | _____ DK |
| | | _____ high – product lead will be relatively short | |
| | | _____ moderate – market share can be maintained | |
| | | _____ low – product lead will be relatively long | _____ NA |
| | | _____ very low – a strong chance to sustain large market share | |
| 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 | _____ DK |
| | | _____ 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 | _____ NA |
| | | _____ can definitely be patented, copyrighted and/or long term secrecy possible | |
| 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.)

