CANAGE TO SERVICE AND A SERVIC	· ·		· ·	and the second s		the second of th		
The State of the S	<b>*</b>	200 1 T	**	T Y	T. T.	V .	 	 
Project 1	NO	Evaluator	No.	Evaluator's	Name		the second second	 ar di Linda di
# TO   COL T			*10,	TI I WITH TOTAL O	T 1 111111		 	 

Gerald G. Udell and Kenneth G. Baker

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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.

S	OCIETAL FACTOR (P. 23)	
ī.	(P.23) LEGALITY CRITERION: In terms of applicable laws (particularly product liability), relations, product standards, this idea/invention/new product	egu-
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:	
Statemente	very unsafe, even when used as intended	DK NA
	Total 100 Points	
3.	(P.27) ENVIRONMENTAL IMPACT CRITERION: In terms of pollution, litter, misuse of ural resources, etc., use might	nat-
End Statements	violate environmental regulations or have dangerous environmental consequences  have some negative effect on the environment  have no effect on the environment  have no effect on the environment  have a positive impact on the environment	DK NA
	Total 100 Points	

4. (P.29) SOCIETAL IMPACT CRITERION: In terms of the impact (benefit) upon the garage of society, use might	eneral wel
have substantial negative effect have some negative effect	DF
have some negative effect  have no effect if properly used  have no effect on society  have a positive benefit to society	N/
Total 100 Points  COMMENTS:	
BUSINESS RISK FACTOR: (P. 31)	
5. (P.31) FUNCTIONAL FEASIBILITY CRITERION: In terms of intended functions, will do what it is intended to do?	it actually
the concept is not sound; cannot be made to work  it won't work now, but might be modified	
표를 ረit will work but major changes may be needed	DR
it will work but minor changes might be neededit will work — no changes necessary  Total 100 Points	NA
6. (P.33) PRODUCTION FEASIBILITY CRITERION: With regard to technical processes ment required for production, this invention will	or equip
be impossible to produce now or in the foreseeable future  be very difficult to produce	D¥
温真 <have be="" can="" overcome<="" problems="" some="" td="" which=""><td></td></have>	
have no problems	NA
Total 100 Points	
7. (P.34) STAGE OF DEVELOPMENT CRITERION: Based on available information, the	ere is
a rough prototype which demonstrates the concept but is not fully developed and tested	DK
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	NA
a market-ready prototype	
8. (P.35) INVESTMENT COSTS CRITERION: The amount of capital and other costs ned development to the market-ready stage would be	cessary for
greater than returns — should be droppedexcessive — might not be recoverable	DR
हिंहुँ ८heavy — probably recoverable	
moderate — recoverable within five years  low — recoverable within two years	NA
Total 100 Points	
9. (P.36) PAYBACK PERIOD CRITERION: The expected payback period (time required initial investment) is likely to be	to recover
over 10 years7 to 10 years	DR
7 to 10 years 4 to 6 years 1 to 3 years	NA
less than one year	

10	(P.40) PROFITABILITY CRITERION: Profitability is defined as the extent to which anti- revenues will cover the relevant costs (direct, indirect, and capital). Anticipated revenues:	cipated
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)	NA
 	Total 100 Points	
11	. (P.41) MARKETING RESEARCH CRITERION: The marketing research required to de market-ready product is estimated to be:	velop a
End Statements	extremely difficult and complex relatively difficult and complex moderately difficult	DK
E. State	relatively easy and simplevery simple and straightforward Total 100 Points	NA
12	2. (P.42) RESEARCH AND DEVELOPMENT CRITERION: The research and development ed to reach the production-ready stage will be	requir-
End Statements	extremely difficult and complex relatively difficult and complex moderately difficult	DK
State	relatively easy and simplevery simple and straightforward  Total 100 Points	NA
C	OMMENTS:	
·		
t -	그리는 그 그는 그는 그는 그는 그는 그는 그리고 그를 하고 하는 것이 하는데 바다를 살 때문에 모았다.	
$\mathbf{D}$	EMAND ANALYSIS FACTOR (P. 45)	
	6. (P.45) POTENTIAL MARKET CRITERION: The total market for products of this type be:	e might
d	very small — very specialized or local in nature  small — relatively specialized or regional in nature  modium limited parished	DK
End Statements	medium — limited national marketlarge — broad national market	NA
	very large — extensive national and possible international market  Total 100 Points	
14	. (P.48) POTENTIAL SALES CRITERION: Expected sales of this product might be:	
	very small	
End Statements	small medium	DK
Stater	large	NA
	very large Total 100 Points	
15	. (P.50) TREND OF DEMAND CRITERION: The market demand for products of this to pears to be:	ype ap-
	/rapidly declining — product might soon become obsolete	
End Statements	declining  steady — demand expected to remain constant	DK
国员	<pre>    steady - demand expected to remain constant    growing slowly</pre>	NA
. ģ		
Sta	rapidly expanding	

16	. (P.52) STABILITY OF DEMAND CRITERION: The fluctuation in demand is likely to	be:
. 59	highly unstable — subject to severe unpredictable fluctuationsunstable — susceptible to moderate unpredictable fluctuations	DK
End Statements	predictable	
State	stable — variations can be accurately foreseen	NA
	highly stable — not susceptible to fluctuations	
7	Total 100 Points	
17.	. (P.52) PRODUCT LIFE CYCLE CRITERION: The product life cycle is likely to be:	
	less than two years	
nt.	two to four years	DK
End Statements	five to seven years	
Sta	eight to ten years	NA
•	more than ten years  Total 100 Points	
18	. (P.55) PRODUCT LINE POTENTIAL CRITERION: The potential for additional produc	ts, mul-
t	tiple styles, qualities, price ranges, etc., is:	
29	very limited — single product onlylimited to minor modifications only	DK.
End Statements	moderate — multiple markets/use potential	
State	high — new product spin-offs likely	NA
	very high - could be foundation of a new industry	4
	Total 100 Points	
CC	DMMENTS:	
M	ARKET ACCEPTANCE FACTOR (P.57)	
19.	. (P.57) COMPATIBILITY CRITERION: Compatibility with existing attitudes and method	s of use
:.		
	very low – will block market acceptance	
dents	low — some conflict; will slow market acceptance	DK
End Statements	moderate no negative effectshigh compatibility will aid marketing effort	NA
Š	very high — will give market acceptance a strong boost	
•	Total 100 Points	
9:0:	(D KO) I DADNING COUTEDION, The amount of transfer desired for	
40.	(P.59) LEARNING CRITERION: The amount of learning required for correct use is:  /very high — expensive and/or time consuming training required	
्रभूत	high — detailed instructions required	DK
End Statements	moderate — normal instructions sufficient for most users	
Stat	low — minimal instructions needed	NA
-	very low — no instructions needed	andreas (1996) Parista
7	Total 100 Points	
21.	(P.61) NEED CRITERION: The level of need filled or utility provided by this innovation	on is:
	very low - gimmick soon forgotten by the owner	
ents	low — would only superficially fulfill psychological non-essential needs	DK
End Statements	moderate – fulfills both psychological and physical non-essential needs	NY A
š	high — fulfills either basic psychological or physical needs  very high — fulfills both psychological and physical needs	NA
3	Fotal 100 Points	
o o	(D. C9) DEDIENTENIOE OD ICEDIONI COL.	je Magina de de memo
<b>ZZ.</b>	(P.63) DEPENDENCE CRITERION: The degree to which the sale or use of this product is	depend-
	ent upon other products, processes or systems is:  /very high — no market control	
ħ	high — little market control	DK
End Statements	moderate - reasonable market control	
Stat	low – strong market control	NA
	very low — complete market control	

23	. (P.64) VISIBILITY CRITERION: The advantag	es and benefits are:	
	very obscure - very difficult and/or costly to com	municate	
End Statements	obscure — requires substantial explanation		DK
Enc	visible – requires some explanation		
Sta	visible — easily communicated	······································	NA
	very visible — might generate word of mouth comm	unication	
	Total 100 Points		
24	. (P.66) PROMOTION CRITERION: The costs at tures, and benefits are likely to be:	nd effort required to promote the	advantages, fea-
	/very high - prohibitive in relation to expected sale		
12			DK
End Statements	moderate — commensurate with expected sales		
Eate	low relative to expected sales		NA
. 61	very low relative to expected sales		
	Total 100 Points		
25	. (P.67) DISTRIBUTION CRITERION: The cost nels are likely to be:	and difficulty of establishing dis	tribution chan-
	/very high - prohibitive in relation to expected sales		
z d	high relative to expected sales		DK
End Statements	moderate – commensurate with expected sales		<b>.</b>
Stat	low relative to expected sales		NA
	very low relative to expected sales		
5	Total 100 Points		
26	. (P.68) SERVICE CRITERION: The cost and diffis likely to be:	ficulty associated with providing	product service
End Statements	very high — will require frequent service and parts high — will need periodic service and parts		DK
End	⟨ moderate − will need occasional service and parts		
Stat	low - need for service and parts will be infrequent		NA
	very low – will require little or no parts and servi	ce	
. 7	Total 100 Points		
CC	OMMENTS:		
.:			
	en e		
	MADERITATE DI CITAD (D. 51)		
CC	OMPETITIVE FACTOR: (P. 71)		
27.	(P.72) APPEARANCE CRITERION: Relative to likely to be perceived as:	competition and/or substitutes,	appearance is
	/very inferior — no customer appeal		
Sto	inferior – little customer appeal		DK
End Statements	similar to other products		er en
Stat	superior – has customer appeal		NA
	very superior – has strong customer appeal		
7	Total 100 Points		
ഹ	(D 79) EIINOTION ONTO POTON D. 1	<u> Albani katan da Kabupaten Bandaran Ba</u>	 <u>3 may 1</u> a <u>i pairaid</u> a s
28.	(P.73) FUNCTION CRITERION: Relative to co processes, the function performed may be perceived	mpeting and/or substitute produ l as:	icts, services or
	/very inferior		
nts	inferior — offers no improvement		DK
End	similar – not noticeably better		
End Statements	superior – a noticeable improvement		NA
	very superior — a major improvement		
7	Cotal 100 Points		

29. (P.74) DURABIL product will be p		Relative to com	petition and/o	r substitutes, d	urability of this
inferior — car	<ul> <li>a definite competitive mot be promoted as an noticeably better</li> </ul>				D <b>K</b>
superior – ea	sily promoted as a majo	or improvement			NA
very superior					
30. (P.75) PRICE CR is likely to be:	TIERION: Relative	to competition	and/or substit	ute products,	the selling price
	<ul> <li>a definite competitive mpetitive disadvantage</li> </ul>	disadvantage			DK
higher – a co about the sam lower – a con	ne Opetitive advantage				NA
much lower -	an important competi	tive advantage			
31. (P.77) EXISTING pears to be:	COMPETITION	CRITERION: F	xisting compe	etition for this	innovation ap-
	ew entry will be difficult				
	small market share can b arket penetration can b		nable effort and	expense	DK
very low — ma	icant market share can b arket dominance possible	e gained		capona de la capona	NA
Total 100 Points					
32. (P.78) NEW CON action is expected		ERION: Compe	etition from n	ew entrants or	competitive re-
	roduct lead will be very s				
	ct lead will be relatively s arket share can be main				DK
low – produc	t lead will be relatively le	V			NA
Total 100 Points	trong chance to sustain l	large market share			
33. (P.80) PROTECT secrecy, the prospe	ION CRITERION: ects for protection ap	Considering pa pear to be:	tents (or copy	rights), technic	al difficulty or
	ection or secrecy possible ction but some secrecy n	night ha nossible			DK
	protection but some secrety in		ole	nama ya mpa fa empa ya Basa na na fafa ya gaba	
may be paten can definitely	ted, copyrighted and/or be patented, copyrighte	short run secrecy ed and/or long terr	possible n secrecy possible	е	NA
COMMENTS:					
In my opinion, the lik	elihood of this idea,	process or prod	uct being succ	essful in the n	narketplace is:
(Place an X at the app	propriate place on th	e line marked A	<b>A - B.</b> )		
it will definitely not be successful	it will probably not be successful	it may be successful		ll probably successful	it will definitely be successful
0	 25	50		75	100
1: 1:		ŧ	a de la companya della companya della companya de la companya della companya dell	- <b>X</b>	1

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PROTECT	NO.	Evaluator N	NO.	Evaluator's	Name	and the second second			 and the second second
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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.

SC	CIETAL FACTOR (P. 23)	
1.	(P.23) LEGALITY CRITERION: In terms of applicable laws (particularly product liability), r lations, product standards, this idea/invention/new product	egu-
End Statements	will not meet them, even if changed will require substantial revision to meet them will require modest revision	_DK
: '	will require minor changes will meet them without any changes  Total 100 Points	_NA
٠ <u>.</u>	10tal 100 Foins	
2.	(P.26) SAFETY CRITERION: Considering potential hazards and side effects, the use will be:	et i sala. Lita
End Statements	very unsafe, even when used as intended unsafe under reasonably foreseeable circumstances relatively safe for careful, instructed users	_DK
State	safe when used as intended, with no foreseeable hazardsvery safe under all conditions, including misuse	_NA
: .	Total 100 Points	
3.	(P.27) ENVIRONMENTAL IMPACT CRITERION: In terms of pollution, litter, misuse of ural resources, etc., use might	nat-
	violate environmental regulations or have dangerous environmental consequences	75.77
End Statements	have some negative effect on the environment have no effect on the environment if properly used	_DK
State	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 w fare of society, use might	ve
d	have substantial negative effect have some negative effect have no effect if properly used	D
End Statements	have no effect in property used have no effect on society have a positive benefit to society  Total 100 Points	N
'Cl		
R	USINESS RISK FACTOR: (P. 31)	;
	(P.31) FUNCTIONAL FEASIBILITY CRITERION: In terms of intended functions, will it actual do what it is intended to do?	ıll
End tatements	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	D)
co	·權	N.
6.	(P.33) PRODUCTION FEASIBILITY CRITERION: With regard to technical processes or equiment required for production, this invention will	ip
End Statements	be impossible to produce now or in the foreseeable future be very difficult to produce have some problems which can be overcome	DI
Sta	have only minor problems have no problems Total 100 Points	N.
7.	(P.34) STAGE OF DEVELOPMENT CRITERION: Based on available information, there is .	•
d rents	oli in the control of	DΙ
End Statements	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  Total 100 Points	N.
8.	(P.35) INVESTMENT COSTS CRITERION: The amount of capital and other costs necessary f development to the market-ready stage would be	fo
d nemts		DI
End Statements	low – recoverable within two years	N
	Total 100 Points  Total 100 Points	
9.	(P.36) PAYBACK PERIOD CRITERION: The expected payback period (time required to recovinitial investment) is likely to be	ve
f ints		D]
End Statements		N
	less than one year	

revenues will cover the relevant costs (direct, indirect, and capital). Anticipated reven	
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
11. (P.41) MARKETING RESEARCH CRITERION: The marketing research required market-ready product is estimated to be:	l to develop a
extremely difficult and complex  relatively difficult and complex  moderately difficult relatively easy and simple	DR
very simple and straightforward  Total 100 Points	
12. (P.42) RESEARCH AND DEVELOPMENT CRITERION: The research and developed to reach the production-ready stage will be	pment requir-
extremely difficult and complex relatively difficult moderately difficult moderately difficult relatively easy and simple	DR
relatively easy and simple	NA
COMMENTS:	
DEMAND ANALYSIS FACTOR (P. 45)	
13. (P.45) POTENTIAL MARKET CRITERION: The total market for products of the be:	ns type mign
very small — very specialized or local in nature  small — relatively specialized or regional in nature  medium — limited national market  large — broad national market	D¥
large — broad national marketvery large — extensive national and possible international marketTotal 100 Points	NA
14. (P.48) POTENTIAL SALES CRITERION: Expected sales of this product might be	
very smallsmall	DK
Small	NA
15. (P.50) TREND OF DEMAND CRITERION: The market demand for products of pears to be:	this type ap
/rapidly declining product might soon become obsolete	DK
steady — demand expected to remain constant growing slowly	NA
rapidly expanding	

10	. (P.52) STABILITY OF DEMAND CRITERION: The fluctuation in demand is likely to	De:
. 1,	/highly unstable – subject to severe unpredictable fluctuations	ng katal Salahar
End Statements	unstable – susceptible to moderate unpredictable fluctuations	DF
E E	<pre>    predictable </pre>	. W. 1981
Sta	stable - variations can be accurately foreseen	NA
	highly stable — not susceptible to fluctuations	
	Total 100 Points	
7 7	. (P.52) PRODUCT LIFE CYCLE CRITERION: The product life cycle is likely to be:	
17.	/less than two years	
		DK
d d	five to seven years	
End Statements	eight to ten years	NA
S	more than ten years	
	Total 100 Points	
	Total 100 Foings	
18	. (P.55) PRODUCT LINE POTENTIAL CRITERION: The potential for additional produc	ts, mul
	tiple styles, qualities, price ranges, etc., is:	
	/very limited — single product only	
a st		DK
End Statements	/moderate — multiple markets/use potential	
itat.	high — new product spin-offs likely	NA
. •	very high – could be foundation of a new industry	
7	Total 100 Points	
00	DAGNED NUTC.	
UC	DMMENTS:	
		÷ .
M	ARKET ACCEPTANCE FACTOR (P.57)	
19.	. (P.57) COMPATIBILITY CRITERION: Compatibility with existing attitudes and method	of use
	/very low — will block market acceptance	
n		DK
End Statements	moderate — no negative effects	
State	high - compatibility will aid marketing effort	NA
•	very high — will give market acceptance a strong boost	
7	Total 100 Points	
000		
20.	. (P.59) LEARNING CRITERION: The amount of learning required for correct use is:	
	very high - expensive and/or time consuming training required	
End Statements	high – detailed instructions required	DK
Een	\( \tag{ \text{moderate} - normal instructions sufficient for most users}	
Š	low – minimal instructions needed	NA
7	very low — no instructions needed	
1	Total 100 Points	
21.	. (P.61) NEED CRITERION: The level of need filled or utility provided by this innovation	m is:
	/very low - gimmick soon forgotten by the owner	
Ŧā.	low — would only superficially fulfill psychological non-essential needs	DK
End Statements	moderate — fulfills both psychological and physical non-essential needs	
ta E	high — fulfills either basic psychological or physical needs	NA
Ś	very high — fulfills both psychological and physical needs	
ĩ	Fotal 100 Points	
22.	(P.63) DEPENDENCE CRITERION: The degree to which the sale or use of this product is of	lepend-
	ent upon other products, processes or systems is:	. • • · · ·
	/very high — no market control	
Sign	high — little market control	DK
End Statements	/moderate - reasonable market control	
Stat	low — strong market control	NA
	very low — complete market control	

23. (P.64)	VISIBILITY CRITERION: The advantage	ges and benefits are:	
th (	_very obscure — very difficult and/or costly to com_obscure — requires substantial explanation	nmunicate	<b>D</b> K
End Statements	visible — requires some explanation		NTA
# (	_visible — easily communicated _very visible — might generate word of mouth comr	nunication	NA
Total 100 I			
	PROMOTION CRITERION: The costs a and benefits are likely to be:	and effort required to pr	omote the advantages, fea-
	_very high — prohibitive in relation to expected sal	es	Div
Bud	_high relative to expected sales _moderate — commensurate with expected sales		DK
Stal	_low relative to expected sales _very low relative to expected sales		NA
Total 100 I	· · · · · · · · · · · · · · · · · · ·		
95 /D 67\	DISTRIBUTION CRITERION: The cos	e and difficulting of and	distribution distribution when
nels a	re likely to be:		ousning distribution chan-
	_very high — prohibitive in relation to expected sale _high relative to expected sales	es:	DK
End	_moderate — commensurate with expected sales	and the second of the second o	UR
State )	_low relative to expected sales		NA
Total 100 F	very low relative to expected sales		
	SERVICE CRITERION: The cost and diely to be:	fficulty associated with	providing product service
	very high - will require frequent service and part	<b>is</b>	
ments	high — will need periodic service and parts  moderate — will need occasional service and part		<u> </u>
End Statements	_low — need for service and parts will be infrequent		NA
Total 100 I	_very low — will require little or no parts and serv	vice	
COMME	N15:		
COMPET	CITIVE FACTOR: (P. 71)		
	APPEARANCE CRITERION: Relative to be perceived as:	o competition and/or	substitutes, appearance is
. (	very inferior – no customer appeal		
End Statements	_inferior — little customer appeal _similar to other products		DK
State )	_superior — has customer appeal		NA
	very superior – has strong customer appeal		
Total 100 P	oints		
28. (P.73) proces	FUNCTION CRITERION: Relative to coses, the function performed may be perceived	ompeting and/or subst ed as:	tute products, services or
. (	very inferior	•	
ments ————	_inferior — offers no improvement _similar — not noticeably better		DK
End Statements	superior – a noticeable improvement		NA
7	very superior — a major improvement	•	

29.	. (P.74) DURABILITY CRITERION: Relative to competition and/or substitutes, durabili product will be perceived as:	ty of this
ants.	very inferior — a definite competitive disadvantageinferior — cannot be promoted as an improvement	DK
End Statements	similar – not noticeably better  superior – easily promoted as a major improvement  very superior	NA
7	Total 100 Points	
30.	). (P.75) PRICE CRITERION: Relative to competition and/or substitute products, the sell is likely to be:	ling price
End Statements	much higher — a definite competitive disadvantage higher — a competitive disadvantage about the same	DK
Fater	lower — a competitive advantage	NA
_	much lower—an important competitive advantage  Total 100 Points	
31.	. (P.77) EXISTING COMPETITION CRITERION: Existing competition for this innov pears to be:	ration ap-
	wery high — new entry will be difficult and costly	
End Statements	high — only a small market share can be gainedhigh — only a small market penetration can be gained with reasonable effort and expense	DK
State	low — a significant market share can be gained	NA
7	very low — market dominance possible	
ning sayar Tanayar	이 나는 그 사람들은 사람들이 되었다. 그는 그는 그는 그는 그는 사람들은 사람들은 사람들은 사람들은 사람들은	2004 S. Ondalesio elek
32.	. (P.78) NEW COMPETITION CRITERION: Competition from new entrants or competation is expected to be:	etitive re-
	/very high — product lead will be very short	
End Statements	high — product lead will be relatively short  moderate — market share can be maintained	DK
Stater	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 diffisecrecy, the prospects for protection appear to be:	iculty or
i Sandani	no legal protection or secrecy possible	DK
End Statements	no legal protection but some secrecy might be possible limited legal protection but some secrecy might be possible	UK
_	may be patented, copyrighted and/or short run secrecy possible  can definitely be patented, copyrighted and/or long term secrecy possible  Total 100 Foints	NA
. UU	OMMENTS:	
	r de la composição de la Composição de la composição de la composiç	
	my opinion, the likelihood of this idea, process or product being successful in the marketp	place is:
(Pl	lace an X at the appropriate place on the line marked A-B.)	
		I definitely successful
		200
	0 25 50 75	100

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Project No.	Evaluator	No	H.Valitator's	Name			 and the second	40.0
TTO LOCK TAO!	Winner	11V:	Transacor 9	TAGTITO	~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~		 	 

by Gerald G. Udell and Kenneth G. Baker

Innovation Center
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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.

SO	CIETAL FACTOR (P. 23)	
	(P.23) LEGALITY CRITERION: In terms of applicable laws (particularly product liability), relations, product standards, this idea/invention/new product	egu-
d ents	will not meet them, even if changed will require substantial revision to meet them	_DK
End Statements	<ul> <li>will require modest revision</li> <li>will require minor changes</li> <li>will meet them without any changes</li> </ul>	_NA
ī	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 unsafe under reasonably foreseeable circumstances relatively safe for careful, instructed users	_DK
	safe when used as intended, with no foreseeable hazards very safe under all conditions, including misuse	_NA
1	Fotal 100 Points  The state of	
	(P.27) ENVIRONMENTAL IMPACT CRITERION: In terms of pollution, litter, misuse of ural resources, etc., use might	nat-
ants	1	_DK
End Statements	have no effect on the environment if properly used have no effect on the environment	_NA
1	have a positive impact on the environment	

1.41		
4.	(P.29) SOCIETAL IMPACT CRITERION: In terms of the impact (benefit) upon the generater of society, use might	al wel
2	have substantial negative effect	DK
End. Stalements	have no effect if properly used	
S.	have no effect on society have a positive benefit to society	NA
	Total 100 Points	
C	OMMENTS:	
В	USINESS RISK FACTOR: (P. 31)	
5.	(P.31) FUNCTIONAL FEASIBILITY CRITERION: In terms of intended functions, will it as do what it is intended to do?	ctually
	/the concept is not sound; cannot be made to work	
End Statements	it won't work now, but might be modified	Dk
En Staten	it will work but major changes may be needed it will work but minor changes might be needed	DR
	it will work — no changes necessary  Total 100 Points	NA
6.	(P.33) PRODUCTION FEASIBILITY CRITERION: With regard to technical processes or ment required for production, this invention will	equip
	be impossible to produce now or in the foreseeable future	<b>.</b>
End Statements	be very difficult to produce have some problems which can be overcome	Dk
State	have only minor problems	NA
	have no problems Total 100 Points	
7	(P.34) STAGE OF DEVELOPMENT CRITERION: Based on available information, there	
′.	only an idea with drawings and/or description; no prototype	15
. sign		DK
End Statements	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 necessar development to the market-ready stage would be	iry for
	greater than returns — should be dropped	
End Statements	excessive — might not be recoverableheavy — probably recoverable	DF
State		NA
	low - recoverable within two years   Total 100 Points	
9.	(P.36) PAYBACK PERIOD CRITERION: The expected payback period (time required to r initial investment) is likely to be	ecove
TQ.	over 10 years	DT
End Statements	4 to 6 years	
Stat	less than one year	NA

revenues will cover the relevant costs (direct, indirect, and capital). Antici	pated revenues:
will not cover any of the relevant costs  will cover direct costs but contribute minimally to indirect and capital costs (  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	ROT)NADK
11. (P.41) MARKETING RESEARCH CRITERION: The marketing resear market-ready product is estimated to be:	ch required to develop a
extremely difficult and complex  relatively difficult and complex  moderately difficult  relatively easy and simple  very simple and straightforward  Total 100 Points	ĐŘ
12. (P.42) RESEARCH AND DEVELOPMENT CRITERION: The research ed to reach the production-ready stage will be	and development requir-
extremely difficult and complex relatively difficult and complex moderately difficult relatively easy and simple very simple and straightforward Total 100 Points	DK
COMMENTS:	
DEMAND ANALYSIS FACTOR (P. 45)	
13. (P.45) POTENTIAL MARKET CRITERION: The total market for probe:	oducts of this type might
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
14. (P.48) POTENTIAL SALES CRITERION: Expected sales of this produ	ct might be:
very small small medium large very large Total 100 Points	DK NA
15. (P.50) TREND OF DEMAND CRITERION: The market demand for pears to be:	products of this type ap-
rapidly declining — product might soon become obsolete	DK
declining  steady — demand expected to remain constant  growing slowly  rapidly expanding	NA

16. (P.52) STABILITY OF DEMAND CRITERION: The nucluation in d	emand is likely to be:
highly unstable - subject to severe unpredictable fluctuations	
unstable — susceptible to moderate unpredictable fluctuations predictable — predictable — stable — variations can be accurately foreseen	<b>D</b> K
물를 〈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
/less than two years	
	DK
two to four years five to seven years eight to ten years	
eight to ten years	<u>NA</u>
more than ten years	
Total 100 Points	
18. (P.55) PRODUCT LINE POTENTIAL CRITERION: The potential for	additional products, mul-
tiple styles, qualities, price ranges, etc., is:	
/very limited — single product only	
limited to minor modifications only moderate — multiple markets/use potential high — new product spin-offs likely	DK.
The state of the s	요. 회원 (경기회 교육 회원 <u>공연</u> )
high — new product spin-offs likely	A STATE OF THE STA
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 att	reduces and methods of use
15:	
very low — will block market acceptance  low — some conflict; will slow market acceptance	DK
low – some conflict; will slow market acceptance moderate – no negative effects high – compatibility will aid marketing effort	
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	r correct use is:
very high – expensive and/or time consuming training required	
high — detailed instructions 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 provide	d by this innovation is
very low – gimmick soon forgotten by the owner	The state of the s
	DK
moderate – fulfills both psychological and physical non-essential needs	
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	<u> NA</u>
very high – fulfills both psychological and physical needs	
Total 100 Points	
OO (D.CO) DEDENINGE COMMENTS OF THE STATE OF	
22. (P.63) DEPENDENCE CRITERION: The degree to which the sale or use	of this product is depend-
ent upon other products, processes or systems is:	
very high — no market control	
high — little market control	<b>DK</b>
High — little market control  moderate — reasonable market control  low — strong market control	
low — strong market control  ———————————————————————————————————	NA
\VGIV TOW "" COMPUCE MALKEL LOWERD)	

	. (P.64) VISIBILITY CRITERION: The advantages and benefits are:	
	/very obscure - very difficult and/or costly to communicate	
nt.	obscure – requires substantial explanationD	K
End Statements	∠visible − requires some explanation	
State	visible — easily communicatedN	A
. •	very visible — might generate word of mouth communication	
	Total 100 Points	
	[ [ [ [ [ [ [ [ [ [ [ [ [ [ [ [ [ [ [	
24.	. (P.66) PROMOTION CRITERION: The costs and effort required to promote the advantages, features, and benefits are likely to be:	a-
	/very high - prohibitive in relation to expected sales	j
nts	high relative to expected salesD	K
Snd	/moderate — commensurate with expected sales	
End Statements	low relative to expected salesN	A
	very low relative to expected sales	
7	Total 100 Points	٠.
÷		
25	. (P.67) DISTRIBUTION CRITERION: The cost and difficulty of establishing distribution charnels are likely to be:	1-
	/ years high prohibitive in volution to expected soller	
: 140	very high — prohibitive in relation to expected sales high relative to expected salesD	77
End Statements	moderate commonwests with expected rates	7
afe Er	moderate - commensurate with expected saleslow relative to expected salesN	A
ş	low relative to expected salesN  very low relative to expected sales	
,	Total 100 Points	
	Total 100 Points	
26.	. (P.68) SERVICE CRITERION: The cost and difficulty associated with providing product service is likely to be:	.e
	very high – will require frequent service and parts	
End Statements	high — will need periodic service and partsD	K
End	/moderate – will need occasional service and parts	٠.
Stat	low – need for service and parts will be infrequentN	A
	very low – will require little or no parts and service	
	Total 100 Points	ez.
300	<b>NAMENTA</b> .	
CC	OMMENTS:	
		1.
+		
CC	OMPETITIVE FACTOR: (P. 71)	٠.
27.	. (P.72) APPEARANCE CRITERION: Relative to competition and/or substitutes, appearance likely to be perceived as:	is
	/very inferior — no customer appeal	
şţ		K
e e	similar to other products	
- н н	N N	A
Erter	F Suberior — has customer addeal	
End Statements	superior — has customer appealNvery superior — has strong customer appeal	-
_	very superior — has strong customer appeal  Total 100 Points	
_	very superior — has strong customer appeal	
7	(very superior – has strong customer appeal  Total 100 Points  . (P.73) FUNCTION CRITERION: Relative to competing and/or substitute products, services of	γ
7	(very superior — has strong customer appeal  Total 100 Points  . (P.73) FUNCTION CRITERION: Relative to competing and/or substitute products, services of processes, the function performed may be perceived as:	Σ
28.	<ul> <li>very superior – has strong customer appeal</li> <li>(P.73) FUNCTION CRITERION: Relative to competing and/or substitute products, services of processes, the function performed may be perceived as:</li> </ul>	
28.	<ul> <li>very superior – has strong customer appeal</li> <li>(P.73) FUNCTION CRITERION: Relative to competing and/or substitute products, services of processes, the function performed may be perceived as:</li> <li>very inferior – offers no improvement</li> </ul>	
28.	very superior — has strong customer appeal  Total 100 Points  . (P.73) FUNCTION CRITERION: Relative to competing and/or substitute products, services of processes, the function performed may be perceived as: very inferiorinferior — offers no improvementisimilar — not noticeably better	K
7	very superior — has strong customer appeal  Total 100 Points  . (P.73) FUNCTION CRITERION: Relative to competing and/or substitute products, services of processes, the function performed may be perceived as: very inferiorinferior — offers no improvementD	K
28.	very superior — has strong customer appeal  Total 100 Points  . (P.73) FUNCTION CRITERION: Relative to competing and/or substitute products, services of processes, the function performed may be perceived as: very inferiorinferior — offers no improvementisimilar — not noticeably better	K

29.	(P.74) DURABILITY CRITERION: Relative to competition and/or substitutes, durability of the product will be perceived as:
nits	very inferior — a definite competitive disadvantage inferior — cannot be promoted as an improvementD
End Statements	superior — easily promoted as a major improvement  N
	very superior otal 100 Points
30.	(P.75) PRICE CRITERION: Relative to competition and/or substitute products, the selling pric is likely to be:
d ents	much higher — a definite competitive disadvantage higher — a competitive disadvantage Di
End Statements	about the same lower — a competitive advantage
	much lower—an important competitive advantage
31.	(P.77) EXISTING COMPETITION CRITERION: Existing competition for this innovation appears to be:
D.	/very high — new entry will be difficult and costlyhigh — only a small market share can be gainedD
End Statements	moderate — market penetration can be gained with reasonable effort and expenseN
	very low market dominance possible
	(P.78) NEW COMPETITION CRITERION: Competition from new entrants or competitive re
<i>5</i> 4.	action is expected to be:
<b>2</b> 2	very high — product lead will be very short  high — product lead will be relatively short  D
End Statements	moderate - market share can be maintainedlow - product lead will be relatively longN
	very low — a strong chance to sustain large market share
	Otal 100 Points  A D. O.D. D.D. O.T. C.D. I. C.D. I. C.D. I. C.
33.	(P.80) PROTECTION CRITERION: Considering patents (or copyrights), technical difficulty o secrecy, the prospects for protection appear to be:
រដ្ឋ (	no legal protection or secrecy possible no legal protection but some secrecy might be possible
End Statements	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
	tal 100 Points  MMENTS:
In	my opinion, the likelihood of this idea, process or product being successful in the marketplace is:
	ice an X at the appropriate place on the line marked A-B.)
	ill definitely it will probably it may be it will probably it will definitel
not	be successful not be successful successful be successful be successful
	0 25 50 75 100
	A 1 1 1 1 B B 0 10 20 30 40 50 60 70 80 90 100

Project	No	Evaluator	No	Evaluator's	Name		and the second	
riojeci	110.	Lvaiuatoi	110.	Evaluator 5	Ivainc		 	<u>                                 </u>

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.

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CIETAL FACTOR (P. 23)	
(P.23) LEGALITY CRITERION: In terms of applicable laws (particularly product liability), lations, product standards, this idea/invention/new product	regu-
will not meet them, even if changed will require substantial revision to meet them will require modest revision	_DK
will meet them without any changes	_NA
Total 100 Points	
(P.26) SAFETY CRITERION: Considering potential hazards and side effects, the use will be:	
very unsafe, even when used as intended unsafe under reasonably foreseeable circumstances relatively safe for careful, instructed users	_DK
safe when used as intended, with no foreseeable hazards  very safe under all conditions, including misuse	_NA
Total 100 Points	
(P.27) ENVIRONMENTAL IMPACT CRITERION: In terms of pollution, litter, misuse of ural resources, etc., use might	nat-
violate environmental regulations or have dangerous environmental consequences	DK
have no effect on the environment if properly used	NA
have a positive impact on the environment	
Total 100 Points	. *
	(P.23) LEGALITY CRITERION: In terms of applicable laws (particularly product liability), lations, product standards, this idea/invention/new product

		1.0
4.	(P.29) SOCIETAL IMPACT CRITERION: In terms of the impact (benefit) upon the general fare of society, use might	l wel
	have substantial negative effect	DF
End	have no effect if properly used have no effect on society	NA
3	have a positive benefit to society	
	Total 100 Points	
U	OMMENTS:	
В	USINESS RISK FACTOR: (P. 31)	
S	(P.31) FUNCTIONAL FEASIBILITY CRITERION: In terms of intended functions, will it act do what it is intended to do?	rually
	the concept is not sound; cannot be made to work	
End Statements	it won't work now, but might be modifiedit will work but major changes may be needed	DF
Ş.	it will work but minor changes might be needed it will work — no changes necessary  Total 100 Points	NA
6.	(P.33) PRODUCTION FEASIBILITY CRITERION: With regard to technical processes or e ment required for production, this invention will	quip
ý	be impossible to produce now or in the foreseeable future be very difficult to produce	DF
End	have some problems which can be overcome	
ž	have only minor problemshave no problems	NA
	Total 100 Points	
7	(P.34) STAGE OF DEVELOPMENT CRITERION: Based on available information, there is	• •
1 ents	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
End Statements	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 necessar development to the market-ready stage would be	y for
.22	greater than returns — should be droppedexcessive — might not be recoverable	DF
End Statements	heavy — probably recoverable	77 
ž	low – recoverable within two years	NA
	Total 100 Points	
9.	(P.36) PAYBACK PERIOD CRITERION: The expected payback period (time required to re initial investment) is likely to be	cove
nts	over 10 years	DI
End Statements	4 to 6 years1 to 3 years	N
٧,	less than one year	

10.	revenues will cover the relevant costs (direct, indirect, and capital). Anticipated revenues:	працец
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)	NA
	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	DK
11.	. (P.41) MARKETING RESEARCH CRITERION: The marketing research required to develope market-ready product is estimated to be:	elop a
ld sents	extremely difficult and complexrelatively difficult and complexmoderately difficult	DK
End	relatively easy and simplevery simple and straightforward  Total 100 Points	NA
12	. (P.42) RESEARCH AND DEVELOPMENT CRITERION: The research and development ed to reach the production-ready stage will be	requir-
ants.	extremely difficult and complexrelatively difficult and complex	DK
End Statements	moderately difficultrelatively easy and simplevery simple and straightforward Total 100 Points	NA
40.4	OMMENTS:	
DF	EMAND ANALYSIS FACTOR (P. 45)	
4	. (P.45) POTENTIAL MARKET CRITERION: The total market for products of this type be:	might
भू	very small — very specialized or local in nature small — relatively specialized or regional in nature	DK
End Statements	medium — limited national marketlarge — broad national market	NA
	very large — extensive national and possible international market  Total 100 Points	
14.	. (P.48) POTENTIAL SALES CRITERION: Expected sales of this product might be:	
d ents	very small small	DK
End Statements	mediumlargevery large	NA
. 7	Total 100 Points	
15.	. (P.50) TREND OF DEMAND CRITERION: The market demand for products of this ty pears to be:	pe ap-
nts	rapidly declining – product might soon become obsoletedeclining	D <b>K</b>
End Statements	steady — demand expected to remain constant growing slowly	NA
រី	(rapidly expanding	

16	. (P.52) STABILITY OF DEMAND CRITERION: The fluctuation in demand is likely to	be:
	/highly unstable — subject to severe unpredictable fluctuations	
ន		DK
End Statements	predictable	
E 3	stable — variations can be accurately foreseen	NA
CO.	highly stable — not susceptible to fluctuations	
	Total 100 Points	
17	. (P.52) PRODUCT LIFE CYCLE CRITERION: The product life cycle is likely to be:	
	/less than two years	
93		DK
End Statements	five to seven years	
찚ם	ive to seven years	NA
St	eight to ten years	1\7
	more than ten years	
	Total 100 Points	
1 Ω	. (P.55) PRODUCT LINE POTENTIAL CRITERION: The potential for additional produc	40 may 1
10		ts, mur
	tiple styles, qualities, price ranges, etc., is:	
1. 4	very limited — single product only	T) 77
End Statements	limited to minor modifications only	DK
Enc	\( \text{moderate} - \text{multiple markets/use potential} \)	
Sta	high – new product spin-offs likely	NA
	very high — could be foundation of a new industry	, in the second
14. T	Total 100 Points	ga Marina a
00	DMARENTE.	
CC	DMMENTS:	
$\mathbf{M}_{\mathbf{A}}$	ARKET ACCEPTANCE FACTOR (P.57)	
	. (P.57) COMPATIBILITY CRITERION: Compatibility with existing attitudes and method	s of rise
	is:	b OI woe
	/very low — will block market acceptance	
50		DK
9 5	low – some conflict; will slow market acceptance	
End Statements	moderate — no negative effects	TAT A
S	high - compatibility will aid marketing effort	NA
	very high — will give market acceptance a strong boost	
	Total 100 Points	
90	(D 50) I FADNING CDITEDION. The amount of learning received for control was	
40.	. (P.59) LEARNING CRITERION: The amount of learning required for correct use is:	
	very high – expensive and/or time consuming training required	
- H	high – detailed instructions required	DK
End Statements	\( \text{moderate} - normal instructions sufficient for most users	
Sta	low – minimal instructions needed	NA
	very low — no instructions needed	
7	Total 100 Points	
0.1		
<b>Z1</b> .	. (P.61) NEED CRITERION: The level of need filled or utility provided by this innovati	on is:
	very low – gimmick soon forgotten by the owner	
E C	low – would only superficially fulfill psychological non-essential needs	DK
End	moderate - fulfills both psychological and physical non-essential needs	
End Statements	high - fulfills either basic psychological or physical needs	NA
	very high - fulfills both psychological and physical needs	
7	Total 100 Points	
~~		
22.	(P.63) DEPENDENCE CRITERION: The degree to which the sale or use of this product is	depend-
	ent upon other products, processes or systems is:	<del>-</del>
	/very high – no market control	
ata	high — little market control	DK
End Statements	moderate — reasonable market control	
T A	low – strong market control	NA
77	tow — strong market control	NA

23.	. (P.64) VISIBILITY CRITERION: The advantages and benefits are:	
n ents	very obscure — very difficult and/or costly to communicate obscure — requires substantial explanation	DK
End Statements	visible – requires some explanation	жта
Str	visible — easily communicatedvisible — might generate word of mouth communication	NA
•	Total 100 Points	
24.	. (P.66) PROMOTION CRITERION: The costs and effort required to promote the ad tures, and benefits are likely to be:	vantages, fea-
<b>.</b> 23	very high — prohibitive in relation to expected sales high relative to expected sales	DK
End Statements	moderate — commensurate with expected saleslow relative to expected sales	NA
Š	very low relative to expected sales	
7	Total 100 Points	
25.	. (P.67) DISTRIBUTION CRITERION: The cost and difficulty of establishing distrinels are likely to be:	bution chan-
	very high - prohibitive in relation to expected sales	
d	high relative to expected sales	DK
End Statements	moderate — commensurate with expected saleslow relative to expected sales	NA
Š	very low relative to expected sales	
7	Total 100 Points	
26.	. (P.68) SERVICE CRITERION: The cost and difficulty associated with providing pris likely to be:	oduct service
nts	very high – will require frequent service and parts high – will need periodic service and parts	DK
End Statements	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	NA
CC	OMMENTS:	
· .		
•		
CC	DMPETITIVE FACTOR: (P. 71)	
27.	(P.72) APPEARANCE CRITERION: Relative to competition and/or substitutes, a likely to be perceived as:	ppearance is
	/very inferior — no customer appeal	
id nents	inferior – little customer appeal	DK
End Statements	similar to other products superior – has customer appeal	NA
•	very superior — has strong customer appeal	
7	Total 100 Points	
28.	(P.73) FUNCTION CRITERION: Relative to competing and/or substitute product processes, the function performed may be perceived as:	s, services or
	/very inferior	
ents	inferior — offers no improvement	DK
End Statements	similar — not noticeably better	NA
Ş	superior – a noticeable improvement very superior – a major improvement	
ï	Cotal 100 Points	

49.	product will be perceived as:	ity Of tills
End Statements		DK
7	very superior Total 100 Points	
30.	D. (P.75) PRICE CRITERION: Relative to competition and/or substitute products, the sell is likely to be:	ling price
End tements	much higher — a definite competitive disadvantage higher — a competitive disadvantage about the same	DK
State	lower – a competitive advantage much lower – an important competitive advantage	NA
ī	Total 100 Points	
31.	. (P.77) EXISTING COMPETITION CRITERION: Existing competition for this innov pears to be:	ation ap-
	very high — new entry will be difficult and costly	
End Statements	high — only a small market share can be gained  moderate — market penetration can be gained with reasonable effort and expense	DK
	low — a significant market share can be gainedlow — market dominance possible  Total 100 Points	NA
32.	2. (P.78) NEW COMPETITION CRITERION: Competition from new entrants or competation is expected to be:	etitive re-
ants	very high — product lead will be very short ——high — product lead will be relatively short	DK
End Statements	moderate – market share can be maintainedlow – product lead will be relatively longvery low – a strong chance to sustain large market shareTotal 100 Points	NA
33.	. (P.80) PROTECTION CRITERION: Considering patents (or copyrights), technical difference, the prospects for protection appear to be:	iculty or
id nents	no legal protection or secrecy possible no legal protection but some secrecy might be possible	DK
End Statements	can definitely be patented, copyrighted and/or long term secrecy possible	NA
To	Total 100 Points	
CO	OMMENTS:	
In	my opinion, the likelihood of this idea, process or product being successful in the market	place is:
	lace an X at the appropriate place on the line marked A-B.)	W
		l definitely successful
	0 25 50 75	100
	0 10 20 30 40 50 60 70 80 90	B 100