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Submitted by: \_\_\_\_\_ [10-30]

(Please print or type your name)

\_\_\_\_\_ [31-56]  
Street Address

\_\_\_\_\_ City [57-73]

\_\_\_\_\_ State [74-75]

\_\_\_\_\_ Zip [76-80]

Home Phone: \_\_\_\_\_  
Area Code

Work Phone: \_\_\_\_\_  
Area Code

**PIES — III**

**PRELIMINARY INNOVATION EVALUATION SYSTEM**

**CONFIDENTIAL  
INNOVATION REGISTRATION  
AND DISCLOSURE  
DOCUMENT**

Revised Edition

**CENTER FOR INNOVATION EVALUATION RESEARCH**

**2265 SHIELDS AVE.**

**EUGENE, OREGON 97405**

## ABOUT THE CENTER FOR INNOVATION EVALUATION RESEARCH (CIER)

### TESTED EVALUATION SYSTEM

- CIER uses the third generation of the *Preliminary Innovation Evaluation System* (PIES) developed by Dr. Gerald G. Udell at the University of Oregon under funding by the National Science Foundation. This system has been used to evaluate over 7,000 ideas received from throughout the U.S. and over 70 other countries.

### COMPLETE CONFIDENTIALITY

- All evaluations are done in *strict confidence*. We won't discuss your disclosure with anyone without *your written permission*.
- If you don't like our confidential disclosure agreement, we'll use yours. If you have doubts, see your attorney.
- *At your option* (and cost), all materials you submit will be returned to you after evaluation. We will make *no* copies.

### NO CONFLICT OF INTERESTS

- Some so-called evaluation services are only interested in signing you up for larger development fees. There is an *inescapable* conflict of interest if a business does *both* evaluation *and* development on an up-front fee basis. We avoid this by doing *only* evaluations.

### DEVELOPMENT REFERRAL SERVICE

- We maintain relations with a number of public and private venture capital, technology transfer and management and technical assistance programs in the U.S. and abroad. If your invention passes our evaluation, we'll refer you at no cost to those we think may be able to help you.

Policy changed at client request. Business & technology transfer assistance is now available, but is limited to top 15-20% of evaluations.

## **FULL DISCLOSURE EVALUATIONS**

- Some “evaluation services” are bogus. They may tell you that only 1 or 2 out of every 100 ideas make it. That’s true. But beware of anyone who won’t tell you in writing how many ideas they accept and how many they reject. Historically, less than 15% have passed the PIES Evaluation. But to get more specific, we will tell you how you *rank* compared to a random sample of the over 6,000 *evaluations* done at the University of Oregon using earlier versions of the PIES system.

## **FEEDBACK**

- In the tradition of the PIES evaluation service, our program is designed to give you as much *feedback* as possible. As soon as you send us your disclosure we will send you a copy of the *Guide to Invention and Innovation Evaluation* which is specifically designed to help you understand the innovation process and the implications of your evaluation. We recommend you *study it* while waiting for your evaluation report.

## **FEE STRUCTURE**

- The fee for our basic service—a preliminary commercial feasibility analysis—is \$ 75<sup>00</sup>. If you wish a preliminary *technical* feasibility analysis, there is an additional fee of \$ 75<sup>00</sup>. Technical evaluations are normally *not* necessary for non-technical ideas and inventions. *Don’t spend the money for the technical evaluation unless you need it.*

## **TIME REQUIRED**

- In many cases we will be able to get back to you within two weeks. But we won’t promise it. Expect commercial evaluations within 30 days. Technical evaluations may take up to 60 days.

**CONFIDENTIAL  
INVENTION DISCLOSURE  
AGREEMENT**

Date \_\_\_\_\_

TO: Center for Innovation Evaluation Research  
2265 Shields Avenue  
Eugene, Oregon 97405

Enclosed is a description and other materials, of my idea for registration with the Center for Innovation Evaluation Research (hereinafter called the Center). After your review, I understand that you will send me your evaluation of the potential for my idea. I understand that:

1. The Center will keep my disclosure confidential. Staff and evaluators having access to my file will have signed a non-disclosure agreement with the Center stating that they will keep my idea and its evaluation in strict confidence.
2. Furthermore, the Center hereby agrees, covenants and contracts not to use, sell, disclose or in any manner or utilize for profitable gain, the suggestion, invention and/or idea hereby disclosed by the below-named inventor unless prior written permission is obtained from the person(s) signing this disclosure.
3. Any assistance beyond this initial evaluation is provided at the option of the Center and will depend upon the merit of my idea and the availability of Center staff and resources.
4. Materials submitted herewith or in the future in connection with my idea may be retained or destroyed by the Center or returned to me at my option and my expense. After you have finished my evaluation please: (check one)
  - Keep my disclosure on file for a period of one year.
  - Destroy my disclosure.
  - Return to me at my expense. Please return my disclosure by
    - \_\_\_\_\_ First Class Mail (\$1.50 is enclosed)
    - \_\_\_\_\_ Registered Mail (\$3.00 is enclosed)

THE NAME OF MY IDEA IS: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

I have carefully read this and the enclosed Registration form and understand their contents.

ENCLOSED is my check (or money order) made payable to the Center for Innovation Evaluation Research for submitting my idea named above. I understand the fee for a commercial feasibility analysis is \$\_\_\_\_\_ and that a technical evaluation is available for an *additional* fee of \$\_\_\_\_\_.

(signature) \_\_\_\_\_

I desire a:  Commercial Evaluation  
 Technical Evaluation

\_\_\_\_\_  
(Please print or type your name here)  
\_\_\_\_\_  
Street Address  
\_\_\_\_\_  
City State Zip

Phone: \_\_\_\_\_  
Area

## INVENTION DISCLOSURE

Please give a detailed description of your invention or innovation. Include information on the size of the device, materials, uses, and so forth. Attach any photographs you may have, but **DO NOT SEND ANY PROTOTYPES UNTIL WE REQUEST THEM.**

(Please describe your invention in both a technical and nontechnical manner. Use the space below for nontechnical description, attach technical description on separate page.)

You may wish to have this description notarized if you have no form of protection for your invention. This establishes the date of conception of your idea. A DETAILED DESCRIPTION IS NECESSARY.

State of \_\_\_\_\_  
County of \_\_\_\_\_

On this \_\_\_\_\_ day of \_\_\_\_\_, 19\_\_\_\_, before me, \_\_\_\_\_  
Notary Public, personally appeared \_\_\_\_\_ known to me  
(or proved to me on the oath of \_\_\_\_\_) to be the person whose  
name is subscribed to the within instrument, and acknowledged that he (she or they) executed the same.

Witness my hand and official seal.

\_\_\_\_\_  
Notary Public in and for the  
State of \_\_\_\_\_  
County of \_\_\_\_\_  
My commission expires \_\_\_\_\_

# INNOVATION INFORMATION

**PLEASE fill out this form accurately and completely. This information is necessary for the evaluation of your invention. For your protection, do not send original documents; copies only, please.**

## 1. DEVELOPMENT STATUS:

A. I currently have...

- Idea only
- Rough Sketches and/or diagrams  Enclosed
- Finished, working drawings  Enclosed
- Photographs  Enclosed

*Copies of drawings and photographs would be helpful for evaluation—no prototypes please.*

## B. PROTOTYPE AVAILABILITY

- No prototype
- Functional model or prototype
- Market-ready prototype

*(If you have a model or prototype, please enclose a photograph of it.)*

The prototype is available, if requested Yes  No

### **DO NOT SEND PROTOTYPE UNLESS REQUESTED**

## 2. LEGAL PROTECTION: I currently have...

- NO protection
- A PATENT Number \_\_\_\_\_ Issue Date \_\_\_\_\_ Copy Attached \_\_\_\_\_
- a patent applied for Application Date \_\_\_\_\_
- a Preliminary patent search Date of search \_\_\_\_\_ Copy of findings attached \_\_\_\_\_
- a Disclosure Document with U.S. Patent Office Date \_\_\_\_\_
- COPYRIGHT Issue Date \_\_\_\_\_ COPYRIGHT number \_\_\_\_\_
- notarized records of invention

## 3. PRODUCT TESTING: Testing which has already been conducted includes:

- none
- functional testing  conducted by self  other
- user testing  conducted by self  other
- market testing  conducted by self  other
- product safety testing  conducted by self  other

4. MARKET INFORMATION: (Please be complete, as this information is extremely important.)

A. Current competition—Please list existing products or processes that do a similar job.

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B. Competitive advantages—Why is your innovation better than existing products or processes? Please list the most important advantages in order of importance, i.e., Number 1 equals most important.

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C. Projected Market—Who will use your invention? Please list users in order of importance, i.e., Number 1 equals most important.

1. Major users: \_\_\_\_\_

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2. Possible other users: \_\_\_\_\_

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D. Previous Marketing effort—If a previous attempt has been made to sell your product, please supply the following information (please include complete results):

Date(s) of marketing effort \_\_\_\_\_

Location of marketing effort \_\_\_\_\_

Number sold \_\_\_\_\_ Selling price \_\_\_\_\_

Manufactured by \_\_\_\_\_

Reason for discontinuing marketing effort. Please list reasons in order of importance.

5. PRODUCT COST (Please include accurate source information, including telephone numbers and addresses.)

Estimated product costs:

Materials (per unit) \_\_\_\_\_ Date of estimate \_\_\_\_\_ Source \_\_\_\_\_

Labor (per unit) \_\_\_\_\_ Date of estimate \_\_\_\_\_ Source \_\_\_\_\_

Manufacturing equipment (dies, molds, etc. \_\_\_\_\_ Date of estimate \_\_\_\_\_ Source \_\_\_\_\_

(If additional space is needed, please use separate sheet.)

7. FURTHER DEVELOPMENT NEEDED: Please indicate in what order the items in each section are important to you, i.e., Number 1 equals most important, Number 2 equals second most important.

A. RESEARCH AND DEVELOPMENT

- \_\_\_\_\_ determining technical feasibility
- \_\_\_\_\_ researching manufacturability
- \_\_\_\_\_ obtaining cost information
- \_\_\_\_\_ analyzing customer acceptance and use patterns
- \_\_\_\_\_ prototype development

B. NEW OR ONGOING VENTURE

- \_\_\_\_\_ locating a manufacturer
- \_\_\_\_\_ locating a distributor
- \_\_\_\_\_ locating a new or expanded market
- \_\_\_\_\_ preparing a marketing plan
- \_\_\_\_\_ preparing a business plan
- \_\_\_\_\_ locating a source of venture capital

C. LICENSING OR SALE OF INVENTION

- \_\_\_\_\_ locating a buyer for outright sale of invention
- \_\_\_\_\_ licensing, manufacturing and marketing for a royalty

8. PLEASE STATE YOUR SPECIFIC NEEDS IF NOT COVERED BY QUESTION 7.

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**FROM THE  
CENTER FOR INNOVATION EVALUATION RESEARCH  
2265 SHIELDS AVENUE  
EUGENE, OREGON 97405  
DR. GERALD G. IDELL, Director**

**TO:**



# CENTER FOR INNOVATION EVALUATION RESEARCH

## INNOVATION EVALUATION REPORT

PREPARED FOR:

Project no. \_\_\_\_\_

### Instructions:

This report summarizes our evaluators' analysis of the commercial potential of your invention. If you have any questions about these criteria or the evaluators' responses, we suggest you refer to the *Guide for Innovation and Invention Evaluation* before contacting the Center. If you have any questions, please put your questions in writing so that they may be given to the evaluators for their response.

### SOCIETAL FACTOR

1. LEGALITY CRITERION: In terms of applicable laws (particularly product liability), regulations, product standards, this idea/invention/new product . . .

- |                   |   |   |         |
|-------------------|---|---|---------|
| Your<br>Invention | { | ..... might not meet them, even if changed            | .....DK |
|                   |   | ..... might require substantial revision to meet them |         |
|                   |   | ..... might require modest revision                   | .....NA |
|                   |   | ..... might require minor changes                     |         |
|                   |   | ..... will meet them without any changes              |         |

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

- |                   |   |   |         |
|-------------------|---|---|---------|
| Your<br>Invention | { | ..... very unsafe, even when used as intended                 | .....DK |
|                   |   | ..... unsafe under reasonably foreseeable circumstances       |         |
|                   |   | ..... relatively safe for careful, instructed users           | .....NA |
|                   |   | ..... safe when used as intended, with no foreseeable hazards |         |
|                   |   | ..... very safe under all conditions, including misuse        |         |

3. ENVIRONMENTAL IMPACT CRITERION: In terms of pollution, litter, misuse of natural resources, etc., use might . . .

- |                   |   |  |         |
|-------------------|---|--|---------|
| Your<br>Invention | { | ..... 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                             | .....NA |
|                   |   | ..... have no effect on the environment  |         |
|                   |   | ..... have a positive impact on the environment                                      |         |

4. **SOCIETAL IMPACT CRITERION:** In terms of the impact (benefit) upon the general welfare of society, use might . . .

- |                   |   |  |          |
|-------------------|---|--|----------|
| Your<br>Invention | { | ..... 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 |          |

**BUSINESS RISK FACTOR:**

5. **FUNCTIONAL FEASIBILITY CRITERION:** In terms of intended functions, will it actually do what it is intended to do?

- |                   |   |  |          |
|-------------------|---|--|----------|
| Your<br>Invention | { | ..... 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 might be needed   | ..... DK |
|                   |   | ..... it will work but minor changes might be needed   |          |
|                   |   | ..... it will work — no changes necessary              | ..... NA |

6. **PRODUCTION FEASIBILITY CRITERION:** With regard to technical processes or equipment required for production, this invention will . . .

- |                   |   |   |          |
|-------------------|---|---|----------|
| Your<br>Invention | { | ..... be impossible to produce now or in the foreseeable future | ..... DK |
|                   |   | ..... be very difficult to produce                              |          |
|                   |   | ..... have some problems which can be overcome                  |          |
|                   |   | ..... have only minor problems                                  | ..... NA |
|                   |   | ..... have no problems  |          |

7. **STAGE OF DEVELOPMENT CRITERION:** Based on available information, there is . . .

- |                   |   |  |          |
|-------------------|---|--|----------|
| Your<br>Invention | { | ..... 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   |          |

8. **INVESTMENT COSTS CRITERION:** The amount of capital and other costs necessary for development to the market-ready stage would be . . .

- |                   |   |  |          |
|-------------------|---|--|----------|
| Your<br>Invention | { | ..... greater than returns — should be dropped | ..... DK |
|                   |   | ..... excessive — might not be recoverable     |          |
|                   |   | ..... heavy — probably recoverable             |          |
|                   |   | ..... moderate — recoverable within five years | ..... NA |
|                   |   | ..... low — recoverable within two years       |          |

9. **PAYBACK PERIOD CRITERION:** The expected payback period (time required to recover initial investment) is likely to be . . .

- |                   |   |                          |          |
|-------------------|---|--------------------------|----------|
| Your<br>Invention | { | ..... over 10 years      |          |
|                   |   | ..... 7 to 10 years      | ..... DK |
|                   |   | ..... 4 to 6 years       |          |
|                   |   | ..... 1 to 3 years       |          |
|                   |   | ..... less than one year | ..... NA |

10. **PROFITABILITY CRITERION:** Profitability is defined as the extent to which anticipated revenues will cover the relevant costs (direct, indirect, and capital). Anticipated revenues:

- |                   |   |  |         |
|-------------------|---|--|---------|
| Your<br>Invention | { | .....might not cover any of the relevant costs   | .....   |
|                   |   | .....might cover direct costs but contribute minimally to indirect and capital costs (ROI) | .....DK |
|                   |   | .....might cover direct and indirect costs but might not meet capital costs (ROI)          | .....   |
|                   |   | .....might cover direct and indirect costs and meet minimum capital costs (ROI)            | .....NA |
|                   |   | .....will cover direct and indirect costs and easily exceed capital cost (ROI)             | .....   |

11. **MARKETING RESEARCH CRITERION:** The marketing research required to develop a market-ready product is estimated to be:

- |                   |   |                                       |         |
|-------------------|---|---------------------------------------|---------|
| Your<br>Invention | { | .....extremely difficult and complex  | .....   |
|                   |   | .....relatively difficult and complex | .....DK |
|                   |   | .....moderately difficult             | .....   |
|                   |   | .....relatively easy and simple       | .....NA |
|                   |   | .....very simple and straightforward  | .....   |

12. **RESEARCH AND DEVELOPMENT CRITERION:** The research and development required to reach the production-ready stage will be . . .

- |                   |   |                                       |         |
|-------------------|---|---------------------------------------|---------|
| Your<br>Invention | { | .....extremely difficult and complex  | .....   |
|                   |   | .....relatively difficult and complex | .....DK |
|                   |   | .....moderately difficult             | .....   |
|                   |   | .....relatively easy and simple       | .....NA |
|                   |   | .....very simple and straightforward  | .....   |

**DEMAND ANALYSIS FACTOR**

13. **POTENTIAL MARKET CRITERION:** The total market for products of this type might be:

- |                   |   |  |         |
|-------------------|---|--|---------|
| Your<br>Invention | { | .....very small – very specialized or local in nature                  | .....   |
|                   |   | .....small – relatively specialized or regional in nature              | .....DK |
|                   |   | .....medium – limited national market                                  | .....   |
|                   |   | .....large – broad national market                                     | .....NA |
|                   |   | .....very large – extensive national and possible international market | .....   |

14. **POTENTIAL SALES CRITERION:** Expected sales of this product might be:

- |                   |   |                 |         |
|-------------------|---|-----------------|---------|
| Your<br>Invention | { | .....very small | .....   |
|                   |   | .....small      | .....DK |
|                   |   | .....medium     | .....   |
|                   |   | .....large      | .....NA |
|                   |   | .....very large | .....   |

15. **TREND OF DEMAND CRITERION:** The market demand for products of this type appears to be:

- |                   |   |   |         |
|-------------------|---|---|---------|
| Your<br>Invention | { | .....rapidly declining – product might soon become obsolete | .....   |
|                   |   | .....declining  | .....DK |
|                   |   | .....steady – demand expected to remain constant            | .....   |
|                   |   | .....growing slowly   | .....NA |
|                   |   | .....rapidly expanding                                      | .....   |

16. **STABILITY OF DEMAND CRITERION:** The fluctuation in demand is likely to be:

- |                   |   |  |       |          |
|-------------------|---|--|-------|----------|
| Your<br>Invention | } | ..... highly unstable – subject to severe unpredictable fluctuations | ..... | ..... DK |
|                   |   | ..... unstable – susceptible to moderate unpredictable fluctuations  | ..... | ..... NA |
|                   |   | ..... predictable  | ..... |          |
|                   |   | ..... stable – variations can be accurately foreseen                 | ..... |          |
|                   |   | ..... highly stable – not susceptible to fluctuations                | ..... |          |

17. **PRODUCT LIFE CYCLE CRITERION:** The product life cycle is likely to be:

- |                   |   |                           |       |          |
|-------------------|---|---------------------------|-------|----------|
| Your<br>Invention | } | ..... less than two years | ..... | ..... DK |
|                   |   | ..... two to four years   | ..... | ..... NA |
|                   |   | ..... five to seven years | ..... |          |
|                   |   | ..... eight to ten years  | ..... |          |
|                   |   | ..... more than ten years | ..... |          |

18. **PRODUCT LINE POTENTIAL CRITERION:** The potential for additional products, multiple styles, qualities, price ranges, etc., is:

- |                   |   |   |       |          |
|-------------------|---|---|-------|----------|
| Your<br>Invention | } | ..... very limited – single product only                | ..... | ..... DK |
|                   |   | ..... limited to minor modifications only               | ..... | ..... NA |
|                   |   | ..... moderate – multiple markets/use potential         | ..... |          |
|                   |   | ..... high – new product spin-offs likely               | ..... |          |
|                   |   | ..... very high – could be foundation of a new industry | ..... |          |

**MARKET ACCEPTANCE FACTOR**

19. **COMPATIBILITY CRITERION:** Compatibility with existing attitudes and methods of use is:

- |                   |   |  |       |          |
|-------------------|---|--|-------|----------|
| Your<br>Invention | } | ..... very low – will block market acceptance                | ..... | ..... DK |
|                   |   | ..... low – some conflict; will slow market acceptance       | ..... | ..... NA |
|                   |   | ..... moderate – no negative effects                         | ..... |          |
|                   |   | ..... high – compatibility will aid marketing effort         | ..... |          |
|                   |   | ..... very high – will give market acceptance a strong boost | ..... |          |

20. **LEARNING CRITERION:** The amount of learning required for correct use is:

- |                   |   |   |       |          |
|-------------------|---|---|-------|----------|
| Your<br>Invention | } | ..... very high – expensive and/or time consuming training required | ..... | ..... DK |
|                   |   | ..... high – detailed instructions required                         | ..... | ..... NA |
|                   |   | ..... moderate – normal instructions sufficient for most users      | ..... |          |
|                   |   | ..... low – minimal instructions needed                             | ..... |          |
|                   |   | ..... very low – no instructions needed                             | ..... |          |

21. **NEED CRITERION:** The level of need filled or utility provided by this innovation is:

- |                   |   |  |       |          |
|-------------------|---|--|-------|----------|
| Your<br>Invention | } | ..... very low – gimmick soon forgotten by the owner                           | ..... | ..... DK |
|                   |   | ..... low – would only superficially fulfill psychological non-essential needs | ..... | ..... NA |
|                   |   | ..... moderate – fulfills both psychological and physical non-essential needs  | ..... |          |
|                   |   | ..... high – fulfills either basic psychological or physical needs             | ..... |          |
|                   |   | ..... very high – fulfills both psychological and physical needs               | ..... |          |

22. **DEPENDENCE CRITERION:** The degree to which the sale or use of this product is dependent upon other products, processes or systems is:

- |                   |   |  |       |          |
|-------------------|---|--|-------|----------|
| Your<br>Invention | } | ..... very high – no market control        | ..... | ..... DK |
|                   |   | ..... high – little market control         | ..... | ..... NA |
|                   |   | ..... moderate – reasonable market control | ..... |          |
|                   |   | ..... low – strong market control          | ..... |          |
|                   |   | ..... very low – complete market control   | ..... |          |

10. **PROFITABILITY CRITERION:** Profitability is defined as the extent to which anticipated revenues will cover the relevant costs (direct, indirect, and capital). Anticipated revenues:

- |                   |   |  |         |
|-------------------|---|--|---------|
| Your<br>Invention | } | .....might not cover any of the relevant costs   | .....   |
|                   |   | .....might cover direct costs but contribute minimally to indirect and capital costs (ROI) | .....DK |
|                   |   | .....might cover direct and indirect costs but might not meet capital costs (ROI)          | .....   |
|                   |   | .....might cover direct and indirect costs and meet minimum capital costs (ROI)            | .....NA |
|                   |   | .....will cover direct and indirect costs and easily exceed capital cost (ROI)             | .....   |

11. **MARKETING RESEARCH CRITERION:** The marketing research required to develop a market-ready product is estimated to be:

- |                   |   |                                       |         |
|-------------------|---|---------------------------------------|---------|
| Your<br>Invention | } | .....extremely difficult and complex  | .....   |
|                   |   | .....relatively difficult and complex | .....DK |
|                   |   | .....moderately difficult             | .....   |
|                   |   | .....relatively easy and simple       | .....NA |
|                   |   | .....very simple and straightforward  | .....   |

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- |                   |   |                                       |         |
|-------------------|---|---------------------------------------|---------|
| Your<br>Invention | } | .....extremely difficult and complex  | .....   |
|                   |   | .....relatively difficult and complex | .....DK |
|                   |   | .....moderately difficult             | .....   |
|                   |   | .....relatively easy and simple       | .....NA |
|                   |   | .....very simple and straightforward  | .....   |

**DEMAND ANALYSIS FACTOR**

13. **POTENTIAL MARKET CRITERION:** The total market for products of this type might be:

- |                   |   |   |         |
|-------------------|---|---|---------|
| Your<br>Invention | } | .....very small -- very specialized or local in nature                  | .....   |
|                   |   | .....small -- relatively specialized or regional in nature              | .....DK |
|                   |   | .....medium -- limited national market                                  | .....   |
|                   |   | .....large -- broad national market                                     | .....NA |
|                   |   | .....very large -- extensive national and possible international market | .....   |

14. **POTENTIAL SALES CRITERION:** Expected sales of this product might be:

- |                   |   |                 |         |
|-------------------|---|-----------------|---------|
| Your<br>Invention | } | .....very small | .....   |
|                   |   | .....small      | .....DK |
|                   |   | .....medium     | .....   |
|                   |   | .....large      | .....NA |
|                   |   | .....very large | .....   |

15. **TREND OF DEMAND CRITERION:** The market demand for products of this type appears to be:

- |                   |   |  |         |
|-------------------|---|--|---------|
| Your<br>Invention | } | .....rapidly declining -- product might soon become obsolete | .....   |
|                   |   | .....declining   | .....DK |
|                   |   | .....steady -- demand expected to remain constant            | .....   |
|                   |   | .....growing slowly  | .....NA |
|                   |   | .....rapidly expanding                                       | .....   |

16. **STABILITY OF DEMAND CRITERION:** The fluctuation in demand is likely to be:

- |                   |   |  |          |
|-------------------|---|--|----------|
| Your<br>Invention | } | ..... 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                |          |

17. **PRODUCT LIFE CYCLE CRITERION:** The product life cycle is likely to be:

- |                   |   |                           |          |
|-------------------|---|---------------------------|----------|
| Your<br>Invention | } | ..... less than two years | ..... DK |
|                   |   | ..... two to four years   |          |
|                   |   | ..... five to seven years |          |
|                   |   | ..... eight to ten years  | ..... NA |
|                   |   | ..... more than ten years |          |

18. **PRODUCT LINE POTENTIAL CRITERION:** The potential for additional products, multiple styles, qualities, price ranges, etc., is:

- |                   |   |   |          |
|-------------------|---|---|----------|
| Your<br>Invention | } | ..... 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 |          |

**MARKET ACCEPTANCE FACTOR**

19. **COMPATIBILITY CRITERION:** Compatibility with existing attitudes and methods of use is:

- |                   |   |  |          |
|-------------------|---|--|----------|
| Your<br>Invention | } | ..... 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 |          |

20. **LEARNING CRITERION:** The amount of learning required for correct use is:

- |                   |   |   |          |
|-------------------|---|---|----------|
| Your<br>Invention | } | ..... 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                             |          |

21. **NEED CRITERION:** The level of need filled or utility provided by this innovation is:

- |                   |   |  |          |
|-------------------|---|--|----------|
| Your<br>Invention | } | ..... 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               |          |

22. **DEPENDENCE CRITERION:** The degree to which the sale or use of this product is dependent upon other products, processes or systems is:

- |                   |   |  |          |
|-------------------|---|--|----------|
| Your<br>Invention | } | ..... very high – no market control        | ..... DK |
|                   |   | ..... high – little market control         |          |
|                   |   | ..... moderate – reasonable market control |          |
|                   |   | ..... low – strong market control          | ..... NA |
|                   |   | ..... very low – complete market control   |          |

23. VISIBILITY CRITERION: The advantages and benefits are:

- |                   |   |   |         |
|-------------------|---|---|---------|
| Your<br>Invention | { | .....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  |         |

24. PROMOTION CRITERION: The costs and effort required to promote the advantages, features, and benefits are likely to be:

- |                   |   |  |         |
|-------------------|---|--|---------|
| Your<br>Invention | { | .....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                   |         |

25. DISTRIBUTION CRITERION: The cost and difficulty of establishing distribution channels are likely to be:

- |                   |   |  |         |
|-------------------|---|--|---------|
| Your<br>Invention | { | .....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                   |         |

26. SERVICE CRITERION: The cost and difficulty associated with providing product service is likely to be:

- |                   |   |   |         |
|-------------------|---|---|---------|
| Your<br>Invention | { | .....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 |         |

**COMPETITIVE FACTOR:**

27. APPEARANCE CRITERION: Relative to competition and/or substitutes, appearance is likely to be perceived as:

- |                   |   |   |         |
|-------------------|---|---|---------|
| Your<br>Invention | { | .....very inferior – no customer appeal         |         |
|                   |   | .....inferior – little customer appeal          | .....DK |
|                   |   | .....similar to other products                  |         |
|                   |   | .....superior – has customer appeal             |         |
|                   |   | .....very superior – has strong customer appeal | .....NA |

28. FUNCTION CRITERION: Relative to competing and/or substitute products, services or processes, the function performed might be perceived as:

- |                   |   |  |         |
|-------------------|---|--|---------|
| Your<br>Invention | { | .....very inferior                       |         |
|                   |   | .....inferior – offers no improvement    | .....DK |
|                   |   | .....similar – not noticeably better     |         |
|                   |   | .....superior – a noticeable improvement | .....NA |
|                   |   | .....very superior – a major improvement |         |

29. DURABILITY CRITERION: Relative to competition and/or substitutes, durability of this product is likely to be perceived as:

- |                   |   |  |         |
|-------------------|---|--|---------|
| Your<br>Invention | { | .....very inferior – a definite competitive disadvantage |         |
|                   |   | .....inferior – cannot be promoted as an improvement     | .....DK |
|                   |   | .....similar – not noticeably better                     |         |
|                   |   | .....superior – easily promoted as a major improvement   |         |
|                   |   | .....very superior                                       | .....NA |

30. **PRICE CRITERION:** Relative to competition and/or substitute products, the selling price is likely to be:

- |                   |   |   |         |
|-------------------|---|---|---------|
| Your<br>Invention | } | ..... 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   |         |

31. **EXISTING COMPETITION CRITERION:** Existing competition for this innovation appears to be:

- |                   |   |  |         |
|-------------------|---|--|---------|
| Your<br>Invention | } | ..... 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   |         |

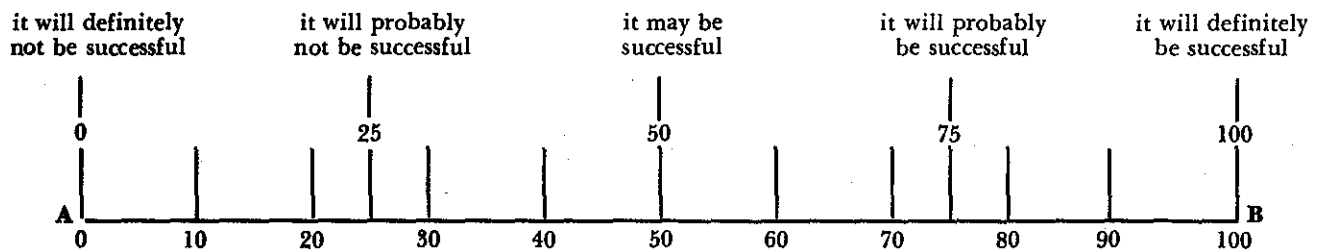
32. **NEW COMPETITION CRITERION:** Competition from new entrants or competitive reaction is expected to be:

- |                   |   |  |         |
|-------------------|---|--|---------|
| Your<br>Invention | } | ..... 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 |         |

33. **PROTECTION CRITERION:** Considering patents (or copyrights), technical difficulty or secrecy, the prospects for protection appear to be:

- |                   |   |   |         |
|-------------------|---|---|---------|
| Your<br>Invention | } | ..... 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 |         |

In the Center's 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.)



In comparison to a random sample of over 6,000 inventions using the PIES procedure. Your score ranks in the \_\_\_\_\_ percentile. Our experience indicates that inventions receiving a score below \_\_\_\_\_ may be risky ventures. Further investment in the development of your invention (IS/IS NOT) RECOMMENDED.

Thank you for permitting us to serve you.

The Center for Innovation Evaluation Research  
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