

LISTEN INNOVATE GROW

**INNOVATION CHECKLIST
MATRIX**

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The following checklist outlines some key criteria that you should take into consideration when evaluating business innovation opportunities.

CRITERIA	"YOU"	"THE MARKET"	CUSTOMERS
ALIGNMENT TO GOALS AND VISION	Do the initiatives align with our agreed goals and vision?	Will they potentially serve the target markets we seek?	Will they meet the needs of our strategic customers and/or key target prospects?
IMPACT ON COMPANY GROWTH	<p>Will it help us achieve our growth targets/ aspirations help us achieve?</p> <p>How does this compare to other initiatives?</p> <p>What trade offs must be made?</p>	<p>Which markets will the initiative target?</p> <p>What is the size, growth, levels of competition, barriers to entry for those markets and industries being targeted with this innovation initiative?</p>	<p>Does this focus on high growth/high value customers?</p> <p>What growth can we expect from them?</p> <p>Impact on growth of our strategic customers and key accounts?</p>
CUSTOMER IMPACT	<p>Are we able to best serve the customers impacted?</p> <p>Are these the customers we seek?</p>	<p>What markets do we seek?</p> <p>Are they currently being served by competitors?</p> <p>If so, can we differentiate or disrupt?</p>	<p>Will the initiative meet the needs of current key strategic customers/key accounts?</p> <p>What is the expected impact eg uptake, cross-sell, upsell?</p>

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COMPANY NAME:

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ALIGNMENT TO GOALS AND VISION			
IMPACT ON COMPANY GROWTH			
CUSTOMER IMPACT			