

Adobe Innovation Scorecard	Customer Value		Market Opportunity					Company Fit				Risk <small>1=high risk, 5=low risk</small>		
Concept	Compelling Customer Need	Compelling Solution	Sustainable Advantage	Addressable Market Size	Future Market Growth	Path to Future Opportunities	"Wow" Value	Fit With Go To Market	Fit With Technologies	Fit With Brand	Fit With Strategy	Market Certainty	Technical Certainty	Testable Incrementally

Scale is 1-5 with 5 being best

This tool highlights relative strengths and weaknesses. No concept can score well on all categories as some are inversely correlated. Ask peers to score your concept privately then compare. Discussing perceptions or data driving substantial scoring differences is far more useful than asking "Do you like my idea?"

**Compelling Customer Need**

How much will this solution be valued or desired by customers? How painful is the problem or need? Do customers know they have this problem or need? Do they have any solution now?

**Compelling Solution**

How strong is this solution? Does it address every aspect of the entire problem perfectly? Will users understand it? Does it require users to change behavior?

**Sustainable Competitive Advantage**

If successful and leading the market, how long can that advantage last? Are there existing competitors? Can they easily copy this? Are there barriers to competitors quickly catching up?

**Addressable Market Size**

How big is the reachable market today? Is it large enough to support substantial revenue?

**Future Market Growth**

Does the market seem likely to grow and continue growing at significant rates?

**Path to Future Opportunities**

Could success be leveraged with opportunities for related offerings? Is this likely to be a feature, a single product, a product line or a new business?

**"Wow" Value**

Is this unique and cool enough that people will tell others about it? Is it so impressive or amazing it will enhance our reputation?

**Fit With Go To Market**

How much does it leverage our existing distribution and marketing channels? Does it require different sales people, partners or promotional outlets?

**Fit With Technologies**

How much does it leverage our existing technologies, processes or expertise?

**Fit With Brand**

How compatible is it with current perceptions of the company's brand? Would potential customers be puzzled? Do we have brand permission to play in this space?

**Fit With Strategy**

How compatible is this with our current strategic directions?

**Technical Certainty**

Confidence this can be implemented. Does it require inventing new technology? A low score should be offset by higher scores in Sustainable Advantage, Compelling Solution or Wow Value.

**Market Certainty**

Confidence that the market for this exists. If there are no competitors, confidence should be low.

**Testable Incrementally**

Can the highest risk assumptions required for success be validated early and easily? Examples: Actual customer purchase behavior, cost per sale or how easily customers understand the value proposition.