

General Information:

Idea Title	
Sponsor Name	
Practice Group(s) / Departments Impacted	
Client Name (if client is collaborator)	
Summary Description	

Growth Value:

What is the nexus between this idea and the firm's overall growth strategy?
Does the idea facilitate legal work to Seyfarth Shaw LLP? Explain
If executed, what would be the most significant outcome for the firm? Increase in wallet-share, market-share, top-line revenue, bottom-line profit, brand strengthening or some other strategic value? Why?

Business Model Framing:

Identify the Problem that your idea seeks to solve and the Key Pain Points:

What is the problem you are trying to fix?

What are the key pain points for clients?

What are the key pain points for the firm/family?

Explain what the desired outcome should be and the value proposition to clients:

Desired outcome?

Preliminary Value proposition? This [new product/service] solves [problem] for [types of customers] resulting in [desired outcome.]

Score Card

For Innovation Incubator Members

Who else offers this product or service?	
<input type="checkbox"/>	Our core competitors and other firms
<input type="checkbox"/>	Emerging companies (non-law firms)
<input type="checkbox"/>	Only our core competitors
<input type="checkbox"/>	Only other firms
<input type="checkbox"/>	No one
Who desires the new product or service?	
<input type="checkbox"/>	Top 20 / "Portfolio" client (or target)
<input type="checkbox"/>	Fringe client (or target)
<input type="checkbox"/>	No One
If the idea is successful, what is the outcome?	
<input type="checkbox"/>	Client retention
<input type="checkbox"/>	Cost savings/productivity gains
<input type="checkbox"/>	Dramatic improvement to realization
<input type="checkbox"/>	Revenue from new markets
<input type="checkbox"/>	Increase revenue from existing clients
Is there a clear and current internal practice group/business line owner?	
<input type="checkbox"/>	Yes, one practice group/business line
<input type="checkbox"/>	Yes, multiple practice groups/business lines
<input type="checkbox"/>	No
How does the new value proposition to the client compare to the current one?	
<input type="checkbox"/>	More complex than the current one
<input type="checkbox"/>	About the same
<input type="checkbox"/>	Simpler than the current one

What is the degree of reliance on technology, new-track staffing, and infrastructure?	
	High
	Medium
	Low
What is the likelihood of having a current or potential client involved in this process?	
	High
	Medium
	Low
How well does this strengthen or support our current brand?	
	Fits squarely within our brand
	Represents an extension of our brand
	Represents a departure from our brand
	Requires a new brand
	No brand impact
What is the funding strategy/requirement?	
	Client driven/funded
	Bootstrap
	Capital investment
What is the ability of this to scale – horizontally or vertically?	
	High
	Low
Would this use new or existing channels?	
	New
	Existing