



In – House Innovation Program Criteria

Most innovation processes involve observing a challenge, problem or need, and providing a solution to it.

The criteria which help ensure marketplace success include:

- Does it solve a problem?
- Does it save money?
- Does it save time?
- Is there mass appeal?
- Is it priced for the mass market?
- Is it demonstrable?
- Is there a clear before and after (highly demonstrable)