

## **Win<sup>2</sup> Innovation Checklist**

### **Impact Upon Society**

What is the effect upon people's welfare?

Does it meet current laws and regulations?

What are the safety implications of using or abusing this innovation?

What will be the impact upon the environment of this innovation in use or when obsolete?

### **Market Attractiveness**

What are the size and dynamics of the potential market?

How does it compare with the competition?

### **Barriers to Acceptance**

What are the key barriers to acceptance and can they be overcome?

### **Feasibility of Concept**

Can it be made?

Will it work?

Will it pay for itself?

### **Experience & Strategy**

What are the necessary Marketing, Financial, Technical, Management and Production skills and are they in place?

Is a new venture appropriate?

Is a partnership strategy appropriate?

How will the innovation be distributed?