Idea to Prototype

i2i Business Model Canvas

Prototype to Innovation

Commercial Alignment

How does this idea align to the organisation's commercial objectives?
Who is the target user?
How much money will it make / save

? Help

Strategic Alignment

How does this idea link to the organisation's strategic objectives?

? Help

Idea

Describe your idea in less than 140 characters. If you are finding this simple task difficult, the rest of this process will be difficult.

Function

What problem does your idea solve?

Solution

How does your idea solve the problem?
What are the key features?
How does it work?
How does it differentiate between other existing solutions?
What makes your idea valuable and compelling?

Idea Owner: _____
Date: _____

Prototype

Perform the prototype / test and record the results.
Did it meet the expectations in the business case?
Do you need to recalculate the business case?
Are your target users involved in the testing?

? Help

Build

Build the innovation taking into account the findings from the prototype

GO / NO-GO

Key Activities

What are the key activities that need to be done to develop this idea

? Help

Key Resources

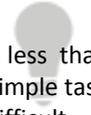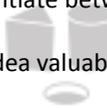Other than you and your team, what resources do you need to develop this idea

? Help

Socialising your idea

Socialising your idea will prompt questions / insights / improvements so this will be an iterative process before submission for a go / no-go decision

Business case to prototype

What's the business case to prototype the idea?
What will it cost?
Who will sponsor it?
Do we have the appropriate partners in place to test it?
Is the funding in place?

? Help

Commercialise

Do we have the right distribution partners?
Our key Partners are:

£0.00

GO / NO-GO

Some ideas will run out of steam and never get socialised. The idea raiser is better informed for next time