

## CHECKLIST FOR EVALUATING IDEAS

IDEA

**CUSTOMER FOCUS**

Does the idea generate added value for our customer?

**BRAND FIT**

Does the idea support the values and visions of our brand?

**MARKET FOCUS**

Is there a need for the idea?

**IMPLEMENTABILITY**

Is the idea feasible with the given resources?

**SUSTAINABILITY OF THE USP**

Is a long-term benefit guaranteed?

**RISK**

Is the risk factor acceptable?