



Innovation Readiness Check

Companies spend millions in innovation efforts with very little results.

- Do you have the right team composition and people with the right talents?
- Do you provide enough motivation and education that unfolds ingenuity?
- Does your team have a strategic direction on who they innovate for and why?
- Are the processes and innovation methods up to par with top innovators?
- Do you go beyond experimentation and ensure market readiness?
- Are you aware of the budget necessities for genuine innovation?

If innovation readiness is ensured, there are countless opportunities to get to groundbreaking innovation.

Are you innovation-ready? Take the self-check and get your unique innovation readiness assessment.

TYPES OF REPORTS

Basic

Fee: Free

- Receive a unique Innovation Readiness Summary for your business.

Top 5 Analysis

Fee: \$250

- Receive a detailed Innovation Readiness Summary with a 5-page recommendation report of the major aspects that could help improve your innovation success rate.

Pro Analysis

Fee: \$2,500

- Following submission of the readiness check. We will conduct up to two online interviews with you and your team.
- Receive a complete Innovation Readiness Assessment Report of approximately 12-pages.

12 Innovation Success Relevant Topics

INNOVATION HISTORY



What is your innovation history from the past 25 years?

INNOVATION LEADERSHIP



Is there a clearly recognizable innovation culture?

INNOVATION STRATEGY



Do you have an innovation strategy which includes budget, time allocations, motivation and rewards?

INNOVATION TEAM COMPOSITION



How diverse is your innovation team? Does it include internal and external talents?

INNOVATION RESOURCES



What access to innovation resources does your company offer?

INNOVATION METHODOLOGY



What innovation methods do you use?

IDEATION PROCESS



How do you compose new ideas for disruptive innovation?

CLIENT INVOLVEMENT



To what degree are your customers involved in the innovation process?

IDEA VALIDATION PROCESS



How is your idea validation process structured?

INNOVATION BUDGETING



What is your innovation budgeting horizon?

INNOVATION TO MARKET



What are your go-to-market activities?

INNOVATION RESULTS



What commercial results did your innovation efforts achieve?

[Start Your Assessment](#)