

INNOVATION ASSESSMENT CENTER



EVALUATION INSTRUMENT

File Number _____
Evaluator _____
Number _____
Evaluator's _____
Name _____

Thank you for your valued assistance in the Innovation Assessment Center program. Please take the time to review the enclosed documentation. Your evaluation is critical for the success of the process. In addition, your written comments are invaluable to the client. Your knowledge and expertise can help in the success of the clients' product development.

Q1. What is your overall impression of the product/service?

Q2. Do you think there a need for the product/service? If so, what do you estimate the market demand to be?

- Q3. Based on the information provided by the inventor, what is the most appropriate target market for this product?
- Q4. In light of the information disclosed by the inventor, what distribution strategy should be employed to reach the appropriate target market?
- Q5. Please describe your suggestions for improving the innovative product based on the information provided.

Q6. In your opinion, what will be the likelihood that this idea, process, or product will be successful in the marketplace? (*Place an X at the appropriate level of success*)

It will
definitely
not be
successful

It will
definitely
be
successful

0%	10%	20%	30%	40%	50%	60%	70%	80%	90%	100%
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Q7. If you assigned the product a 50% or greater likelihood of success rating, what is the next step the inventor should take to move the product toward commercialization?

Thank You for Your Assistance!

Your participation in the Innovation Assessment Center program is greatly appreciated. If you have any questions or comments regarding our program please do not hesitate to call me.

Again, thank you for your time.