

POTENTIAL FOR SUCCESS SCORE SHEET

36 POINT EVALUATION SYSTEM FOR NEW PRODUCTS AND TECHNOLOGIES rev 71603

Product Name _____

VITAL FACTORS	INDIVIDUAL QUESTION SCORES	Total Score
THE TECHNICAL VIABILITY EVALUATION		
Legality of production and sales		
Liability and risk analysis		
Impact on environment and society		
Functional viability		
Production viability		
Stage of development		
Investment cost		
Payback period		
Profitability		
Ability to reach market		
THE MARKETING VIABILITY EVALUATION		
Potential market		
Potential sales		
Trend of demand		
Stability of demand		
Product life cycle		
Product line potential		
Compatibility with habits, lifestyles and values		
Revulsion factors		
End-user learning curve		
Training and educational requirements		
Need or desire		
Dependence on outsiders		
Visibility to potential market		
Promotional opportunities		
Distribution opportunities		
Service requirements		
Returnability of product		
Aesthetics of product and packaging		
Functional features, advantages, and benefits		
Ergonomic factors		
Durability of product		
Pricing structure		
Existing competition		
New competition		
Protection opportunities		

To calculate potential for success:

	Divide by		equals		add a zero equals	%
Take: Total score		Total number of questions answered		Round down to whole number from 1-10		Potential for Success