

# SAMPLE 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
<b>THE TECHNICAL VIABILITY EVALUATION</b>		
Legality of production and sales	9, 7, 5, 8	29
Liability and risk analysis	5, 8, 2	15
Impact on environment and society	9, 7, 4, 10, 7	41
Functional viability	9, 10, 10, 10, 5, 6, 4, 8	52
Production viability	8, 4, 2, 7, 6,	27
Stage of development	4, 5, 6, 8	24
Investment cost	5, 7, 9, 8, 9	38
Payback period	2, 6, 4, 1, 5	18
Profitability	7, 7, 9, 6, 5, 4, 3	41
Ability to reach market	9, 7, 5, 9, 8, 10, 10	58
<b>THE MARKETING VIABILITY EVALUATION</b>		
Potential market	10, 10, 10, 9, 9	48
Potential sales	8, 9, 7, 8, 6, 3, 3	44
Trend of demand	2, 6, 4, 5, 1	18
Stability of demand	5, 7, 5, 5, 4, 7, 8	41
Product life cycle	2, 1, 3, 6, 7, 7, 7	33
Product line potential	10, 7, 10, 6, 5, 4	42
Compatibility with habits, lifestyles and values	7, 8, 5, 10, 2, 9, 7	48
Revulsion factors	10, 10, 10, 6, 3	39
End-user learning curve	3, 3, 3, 4, 2, 1	16
Training and educational requirements	5, 4, 7, 8, 10, 2, 2, 5	43
Need or desire	7, 8, 10, 8, 8	41
Dependence on outsiders	6, 6, 7, 7, 8, 9	43
Visibility to potential market	10, 10, 7, 8, 10, 10	55
Promotional opportunities	6, 5, 5, 2	18
Distribution opportunities	10, 10, 10, 9, 8, 8	55
Service requirements	2, 3, 7, 2, 1	15
Returnability of product	3, 7, 5, 4, 4	28
Shrinkage factor	7, 9, 6, 4	26
Aesthetics of product and packaging	8, 8, 9, 6, 5	36
Functional features, advantages, and benefits	10, 10, 10	30
Ergonomic factors	5, 7, 5, 5, 5	27
Durability of product	10, 9, 10	29
Pricing structure	10, 10, 7, 6	33
Existing competition	2, 4, 3	9
New competition	10, 10, 10	30
Protection opportunities	7, 7, 6, 5, 5	30

**To calculate potential for success:** Round down to whole number **Total Score** 1210

1210
Divide by
183
equals
6.61 = 6
add a zero equals
60 %

**Take:** Total score
Total number of questions answered
from 1-10
Potential for Success