



A PERFECT NEW CONCEPT

In my practice as an innovation specialist, I developed a practical checklist to verify new concepts. It lists ten criteria which a new concept must meet if it is ever to become successful. Five of these criteria are from the perspective of the customer. The other five are from the perspective of the organization. It's easy to implement. Use it in practice for your own innovation.

Customer's perspective:

1. Is it relevant for the customer?
2. Is the solution superior on a relevant aspect?
3. Is its uniqueness easy to explain to the customer?
4. Is it easy for the customer to try?
5. Can the customer change to our concept without any risk?

Organization's perspective:

6. Does it have the required potential in turnover and profits?
7. Can it be done without directly competing with our other products or services?
8. Does it fit our brand positioning?
9. Can we make it (with the help of partners)?
10. Can it be done without huge investments?

If the answer is 'yes' to all ten questions, your concept is a no-brainer; just do it! If not, take time to pause and rethink your strategy.

