

Innovation Project Evaluation Worksheet

CONTACT NAME

DATE

CONTACT TITLE

COMPANY NAME



Objective

What is the strategic objective of this project?



Outcome & KPIs

How will this objective benefit the organization and how will it be measured?

e.g. Increased market share, TAM, ROI



Beliefs & Insights

What does the team know based on their experiments and research?



Evidence

What data does the team have to justify their beliefs and insights?



Risks & Questions

What are the critical risks and questions that must be answered before the next resource request?



Learning Plan

What experiments and research will be done to eliminate those risks?



Resources

What resources is the team requesting?



Money



People



Time



Other

