

**Suffolk University**  
**Sawyer Business School, Boston, MA**  
New Product Innovation Competition 2009  
Judging Scorecard

**Judging Directions:**

Imagine you are a consultant and your job is to evaluate new concept plans proposed by innovators individually or as teams. Please circle points: **1 (Low) & 5 (High)** that best describe how you feel about the submission.

Date: \_\_\_\_\_

Name of Innovator: \_\_\_\_\_ Name of Judge: \_\_\_\_\_

**1. CONCEPT (Product Name):** \_\_\_\_\_

**A. How bold and fresh is concept (Please circle)**

**Ordinary**

Seems old and familiar, not too

Creative, and may repackage an old concept as "new and improved."      1      2      3      4      5

**Unique**

A new concept, evoking a "wow" response. May be a unique combination of old ideas.

**B. How persuasive and coherent is the concept? (Please circle)**

**Crude**

Not persuasive. Seems sloppy or

Incomplete and is not presented in an understandable manner.      1      2      3      4      5

**Well Crafted**

Clear, compelling and refined to its highest possible level.

**2. VALUE PROPOSITION**

**How does the concept meet/create customer need? (Please circle)**

**Low Value**

Disconnected from customer reality and doesn't add much value      1      2      3      4      5

**High Value**

Meets spoken or unspoken customer need, anchored in customer experience.

**3. BOTTOM LINE RESULTS**

**How compelling are the concept’s quantitative and qualitative benefits? (Please Circle)**

**Low Benefits**

Insubstantial or inadequate demonstration of quantitative and qualitative results.                      1      2      3      4      5

**High Benefits**

Significant and credible demonstration of quantitative and qualitative results.

**4. COMPETITIVE ADVANTAGE (Please circle)**

**How does the concept provide a unique competitive advantage?**

**No Advantage**

Does not provide significant Competitive advantage for the Company.                      1      2      3      4      5

**Tremendous Advantage**

Competitive advantage is unique and difficult to mimic.

**5. FEASIBILITY**

**How easily can concept be implemented and are risks addressed? (Please circle)**

**Low Feasibility**

Does not seem feasible. Poor risk assessment.                      1      2      3      4      5

**High Feasibility**

Seems feasible and risks are properly addressed.

**6. Does this product have the environmental “green” features i.e. is it environmentally friendly and safe?**

Low                      1      2      3      4      5                      High

**7. Special Bonus Points: (Between 1-5 points) \_\_\_\_\_**

**Total Points = \_\_\_\_\_**

**8. Your comments/suggestions to the innovator:**

**Name of the Innovator:** \_\_\_\_\_                      **Name of Product:** \_\_\_\_\_

**Judge Information:** \_\_\_\_\_                      Date completed \_\_\_\_\_

Name of Judge: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State \_\_\_\_ Zip Code \_\_\_\_\_

Tel: \_\_\_\_\_ e-mail: \_\_\_\_\_

Signature: \_\_\_\_\_