

Suffolk University
Sawyer Business School, Boston, MA
New Product Innovation Competition
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): _____

How bold and fresh is the 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.

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

How does the concept provide a unique competitive advantage? (Please circle)

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 the 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? For instance, is it environmentally friendly and safe? (Please circle)

Low 1 2 3 4 5 **High**

7. Special Bonus Points: (Between 1-5 points) _____

Total Points = _____

8. Your comments/suggestions to the innovator:

Judge Information:

Date completed _____

Name of Judge: _____

Company: _____

Address: _____

City: _____ State ____ Zip Code _____

Tel: _____ email: _____

Signature: _____