Paid to THINK®

A leader's toolkit for redefining your future

ET DEVELOPMENT FUNNEL™

Phase: Ideation
Creation of Idea Bank
Triggers of Innovation
Ongoing collection of ideas
100 > 7 > 3 > 1 Concept
Generated from: customers, vendors, focus groups, industry, customer service consultants, trade journals, existing products, magazines/books, surveys, sales force, social, competition, mailings, web, employees, associations, friends, trade shows

Important Information
Work done in phases and not screens or gates
Screeners and Gate Keepers manage the go/kill points while doing the same type of job.
Funnel mitigates risk by front loading the homework
3 activities of funnel: Ideation, Elimination, Development
Stakeholders are engaged throughout the duration of development

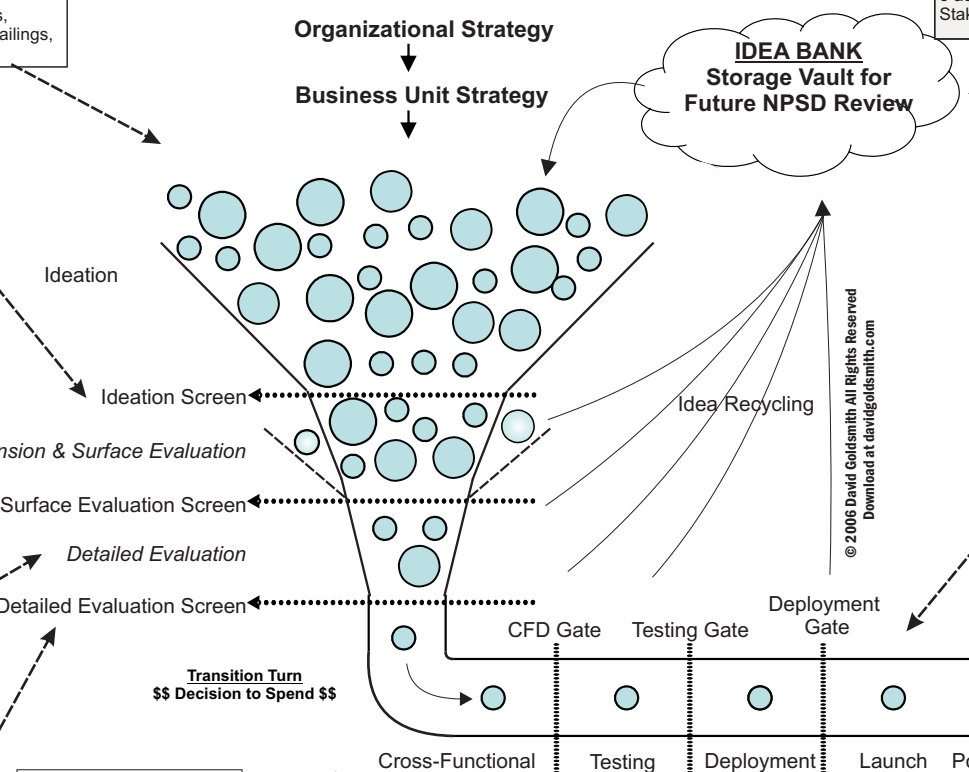
Phase: Ideation Screen
Elimination of misfit ideas
Broad criteria review: Technology, design, & production, sales, marketing, distribution, financial, ROI, Net Present Value (NPV),Economic Value added, Risk-return Mgmt. Core Competencies

Phase: Expansion & Surface Evaluation
(Winning ideas are expanded)
Gentle screen
Strategic alignment
Feasibility
Magnitude of Opportunities
Market attractiveness
Product advantage
Fit with policies
Killer variables
*Internet Search
*Library Search
*Focus Groups
*Concept Test
*User Test

Screen: Surface Evaluation Screen
Technical feasibility confirmation
Saleability of idea
Marketing potential
Payback period reviewed

Phase: Detailed Evaluation
Competitive analysis
In-depth research /with customers
Target market analysis
Delineated product concept
Product strategy determined
Product benefits outlined
Value proposition established
Spell out desired: Features, Attributes, Requirements, Specs, etc.
Market investigation
Manufacturability
Cost to manufacture
Investments markers defined

Screen: Detailed Evaluation Screen
Legal confirmation
Technical ability
ROI, ROA, ROB confirmed
In line with organizational strategy
Selected the best option
No one fell in love with an idea



© 2006 David Goldsmith All Rights Reserved
Download at davidgoldsmith.com

Idea Bank& Ideation
Continual idea collection
Managed by leadership
Security precautions put in place
From internal and external
GPP established to insure collection
Feedback offered to employees on use
ET NPS Development Funnel accessible for others to insure continued ideation

Phase: Launch
Initiation of all activities involved in launch
Coordination of CF group
Phase could involve, start of sale, commencement of event, distribution of product, etc.
Sub Groups complete all sub funnels

Phase: Post Launch Review
Review costs
Review profits
Review strengths
Review weaknesses
Review what learned
Decision to continue
Decision to terminate
Future review dates established

Gate: Data to Continue
Review of PLR data
Insure decisions are accurate
Done by leadership and group
Can be preset through technology or human
Approval to terminate or continue

Gate: Deployment Gate
Confirmation of Readiness
All systems checked for preparedness
Threats for successful launch reviewed
Insuring Desired Outcome in sync.
Final approvals for launch

Phase: Deployment
CF group initiates pre launch activities
Coordination and micro test evaluated
Inventory, facilities, resources allocated
Acquisition of needed personnel
Training, infrastructure, etc.

Phase: CFDevelopment
Parallel marketing & operations
Rapid prototype
Working model
First prototype
Legal - patents
Lab tests
In house tests
Alpha Tests
Update financials
Facilities requirements
Market launch plans
Continue -
Customer feedback
Marketing analysis

Gate: CFD Gate
Review probable execution
Revised financials
Quality equals original def.
Work reviewed
Sub funnels visited
Go to test or stop

Phase: Testing
Extensive validation
Product process
Customer acceptance
Economics of product
In-house test continue
User trials continue
Trial limited production
Pretest
Trial sell
Test market
Financial Analysis

Gate: Testing Gate
Quality of testing reviewed
Quality of validation
Financial review
Data analyzed
Approval to proceed
Product/Service halted

ENTERPRISE THINKING®

© 2010 David Goldsmith All Rights Reserved
8248 Barksdale Lane, Manlius, NY 13104 P: +1 315 682-3157 W: www.davidgoldsmith.com david@davidgoldsmith.com