



Business Direction Tutorial Resources: **Innovation Project Selection Scoring Matrix**

Step 1

List out each of the potential ideas or projects:

IDEA A	
IDEA B	
IDEA C	

Innovation Project Selection Scoring Matrix

Step 2

Discuss how each idea fits with a set of criteria. You can amend the criteria to suit your business.

	Customers	Competition	Capability	Market	Strategy	Feasibility	Funding	Total
IDEA A								
IDEA B								
IDEA C								

Step 3

Score each idea against each category out of 100. Allocate the marks evenly or weight them according to the more important criteria.

Discuss the costs and benefits of each idea, provide a score against each criteria, and add the score together.

This is a high-level approach, but will provide the basis for a more detailed discussion and help you to compare competing ideas.