

DISCOVERING INNOVATION

An Innovation Inspiration Workshop

THINGS TO CONSIDER WHEN PREPARING:

- 1 Clearly Stated Description of the Innovation:** Concise, Originality, Ingenuity, and Creativity.
- 2 Solution to a Significant Problem:** How the innovation improves lives
- 3 Market Size and Market Opportunity:** Global, Big reach
- 4 Competitive Differentiation and Unfair Advantage:** Unique, Not me-too
- 5 Feasibility, Utility, Patentability, Practicality, and Value**
- 6 Path to Realization:** Including manufacturability and commercialization