



# How to rate Ideas

## Cheat Sheet


**What?** This cheat sheet provides a concise framework to assist your organization in evaluating and prioritizing ideas from internal and external ideation activities.


**Why?** Rating ideas based on various criteria offers a central view of the perceived value and disruptive potential that an idea may have on your company's future growth plans.

Rating enables a collective perspective that informs strategic and operational decision-making, shortening the path from ideation to market.

**Where?** Collaboratively rate ideas in the [ITONICS Innovation Operating System](#).

The Innovation OS centralizes and structures all your ideas, projects, and related innovation assets in customizable workflows and interactive visualizations.

 Run targeted ideation challenges with [ITONICS Campaigns](#) to collect ideas in the Innovation OS.

 Use [ITONICS Radar](#) and Matrix to view and analyze ideas based on collective ratings. Filter ideas based on selected ratings; save and share filtered views to boost buy-in and alignment.

**Who?** There are different approaches to determining who should rate ideas based on the scope and goal of the ideation campaign and the phase of development:

 **Subject-matter experts**

- Internal and/or external experts with specialized knowledge and experience
- Bring in experts early to filter out technically non-viable ideas, develop stronger PoCs, and prioritize ideas with the highest potential for success.

 **Cross-functional teams**

- Diverse group of employees and stakeholders with varied perspectives
- Conduct a well-rounded evaluation of ideas based on more general criteria, reducing the risk of bias towards a particular function.

 **Leadership**

- Decision-makers who can provide top-down support
- Ensure ideas align with the company's long-term vision and strategic objectives and receive appropriate resourcing and commitment.

**When?** Ideas often go through multiple phases of iterative evaluation and refinement before being brought to market. The points at which rating occurs and the frequency depends on the established phase-gate process and whether the ideas are part of a time-bound [ideation challenge](#) or an always-on submission campaign.

Use ITONICS workflows to build a custom phase-gate process. Rate and refine ideas at each gate.

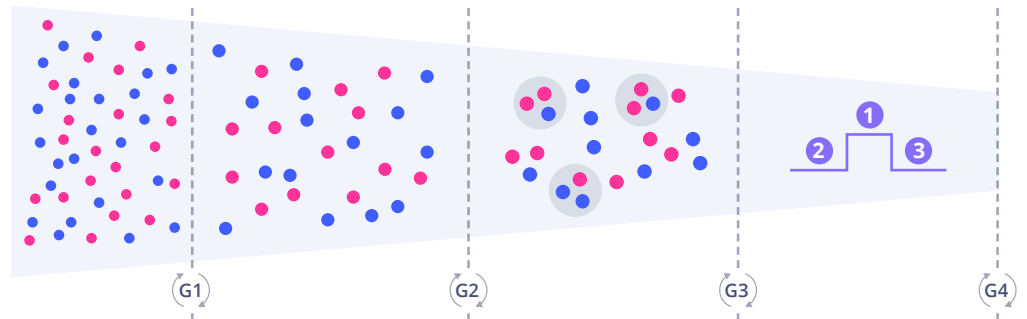
**Open Innovation**

Idea submissions from a wide range of external stakeholders, e.g., crowdsourcing

**Closed Innovation**

Idea submissions from employees and internal stakeholders only

\* Example phase-gate process



**How?** Follow five easy steps to get started:

**1. Collect and centralize** idea submissions in the Innovation OS. Ideas can be generated through various methods, including closed or [open innovation](#) campaigns or challenges.

**2. Define** rating criteria according to the ideation phase and your strategic goals.

Clearly communicate ratings and scales to all stakeholders in advance.

Idea Generation	Refinement	Feasibility	Validation
<p><b>Relevance</b> How relevant is it?</p>	<p><b>Disruptive Potential</b> How likely is it to disrupt the market?</p>	<p><b>Complexity</b> How complex is it to bring to market?</p>	<p><b>Customer Validation</b> How much does it resonate with customers?</p>
<p><b>Novelty</b> How novel is it?</p>	<p><b>Imitability</b> How easy would it be for competitors to imitate?</p>	<p><b>Internal Know-How</b> How much internal know-how does your organization possess?</p>	<p><b>Market Potential</b> How much profit can be expected?</p>
<p><b>Customer Benefit</b> How much would it benefit customers?</p>	<p><b>Application Scope</b> How widely can it be applied across different contexts?</p>	<p><b>Time-to-Market</b> How long will it take to implement?</p>	<p><b>Cost-Benefit Ratio</b> How much benefit results out of the costs?</p>

\*Recommended idea ratings at different ideation phases

**3. Rate** ideas in the Innovation OS. All individuals' ratings are automatically aggregated.

**4. Reward** participants for their engagement, both for idea submission and rating.

**5. Act** on your collective intelligence. Depending on where you are in the phase-gate process, ratings will help prioritize the ideas to focus on for further refinement, feasibility, and validation. Use [ITONICS Portfolio](#) to convert ideas into concrete innovation projects and progress seamlessly into resourcing, prototyping, implementation, and diffusion.

**Further resources:**

Guide: [The Ultimate Guide to Ideation](#)

Product Fact Sheet: [ITONICS Campaigns](#)

Blog: [Mechanisms to Identify Valuable Ideas Fast in Open Innovation](#)

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