

How to rate Technologies

Cheat Sheet

What? This cheat sheet provides a concise framework to help your organization assess and prioritize the technologies and other solution drivers at play within your business environment.

Why? Rating technologies according to different criteria provides a central view of the perceived impact that relevant drivers may have on your company's future growth plans.

Rating enables a collective perspective that informs strategic and operational decision-making.

Who? There are two approaches to determining who should rate:


Expert rating

- Only a dedicated group of invited subject matter experts
- Best for: trend and **technology** evaluation on specific criteria

Community rating

- All members of a community, team, or organization
- Best for: idea evaluation on general criteria

Where? Collaboratively rate technologies in the [ITONICS Innovation OS](#). The Innovation OS centralizes and structures all your technologies and related innovation assets in customizable, interactive visualizations.

  Use the [ITONICS Radar](#) and Matrix to view and compare ratings in a glance, gain context, and uncover new opportunities.

How? Follow six easy steps to get started:

1. Centralize your scouted technologies in the Innovation OS. Create new or import existing technologies from [ITONICS Trends & Technologies](#) or from external sources.

2. Define your rating criteria. Use the preconfigured technology ratings in the Innovation OS, or configure your own to align with specific needs and workflows.

 Preconfigured tech ratings in the Innovation OS:

Company-agnostic

- Scope
- Potential Impact
- Complexity
- Technology Attractiveness
- Technology Readiness Level

Company-specific

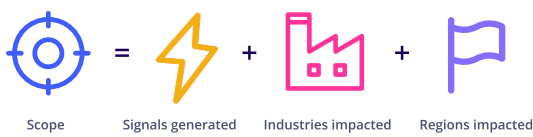
- Internal Know-How
- Need for Action

3. Invite your rating experts or community to rate all or a selection of technologies. Rating can occur throughout a given time period or in dedicated workshops.

4. Rate the technologies in the ITONICS Innovation OS. It is important that everyone invited to rate is aligned in the approach. Establish and communicate clear rating criteria and scales for your company-specific ratings based on your strategic goals. For establishing company-agnostic rating scales, you can use the following as a recommended guide:

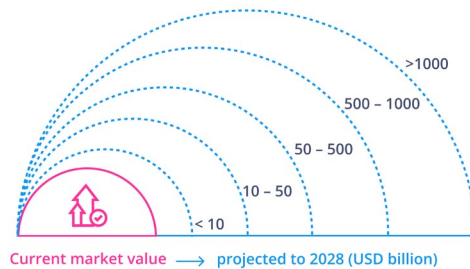
Scope

How far-reaching is the potential influence of the technology on the market?



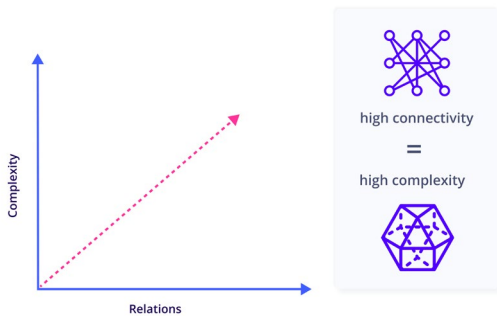
Potential Impact

How high is the potential impact of the technology on the market?



Complexity

How high is the complexity of the technology?



Technology Attractiveness

How much interest from patents and funding does the technology attract?



5. Analyze the ratings depending on who rated and how:

Average scores

- The arithmetic mean is calculated equally across all ratings
- Best for: all raters share a common background

Context-specific scores

- Results are analyzed from the specific perspectives of different business units
- Best for: multiple business units use the same criteria

6. Act on your collective intelligence. Filter technologies on the Radar and Matrix based on preferred ratings. Save and share filtered views to inform strategic and operational decision-making.

Further resources:

Guide: [How To Rate Trends & Technologies](#)

Video: [How To Use ITONICS To Monitor Trends & Technologies](#)

Blog: [How To Identify Relevant Trends & Technologies For Your Organization](#)

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