|  |  |
| --- | --- |
| **Staff** | … |
| **Name of the idea** | … | **Issue No.** |
| **Description of the idea****(draft also possible on the back page)** | * …
 |
| **Customer benefit** | * …
 |
| **Advantages/chances** | * …
 |
| **Disadvantages/risks** | * …
 |
| **Synergies with other projects? Which?** | * …
 |
| **Personal rating** |
| **Practicability?** | [ ]  | very high | [ ]  | rather high | [ ]  | rather low | [ ]  | very low |
| **Time requirement for realization?** | [ ]  | < 6 months | [ ]  | 6 – 12 months | [ ]  | 12 – 24 months | [ ]  | > 24 months |
| **Market potential?** | [ ]  | very high |  [ ]  | rather high | [ ]  | rather low | [ ]  | very low |
| **Investment\*?** | [ ]  | very high | [ ]  | rather high | [ ]  | rather low | [ ]  | very low |
| **Idea fits to the strategies?****(Process, product, market,…)** |  [ ]  | yes |  |  | [ ]  | no |  |  |
| **Assessment potential** | [ ]  | very high | [ ]  | rather high | [ ]  | rather low | [ ]  | very low |

\* Reference for the investment: very low: < 10k€; rather low: 10k – 50k€, rather high: 50k – 250k€; very high: > 250k€