|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **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€