

The framework consists of five metrics, in which each of them subsumes different metrics, which represents deliverables that are needed to achieve the goal of the project. The greatest amount of funds will be spent on workers and equipment. Additionally, the type of inputs and how they are used are important, and will reflect on effectiveness and efficiency in the innovation and creative processes.

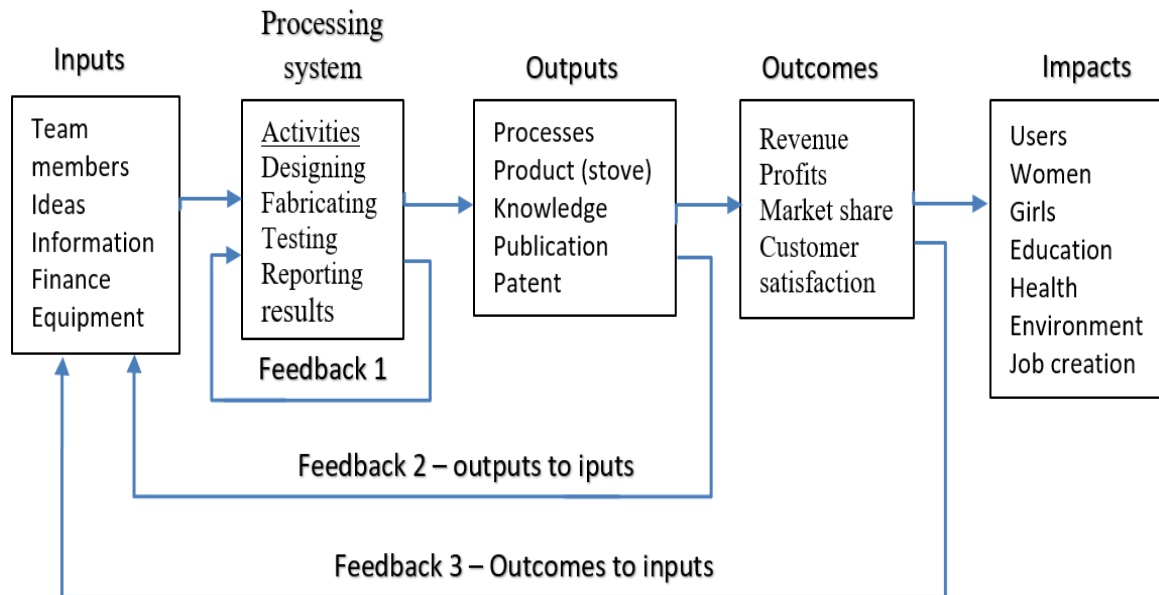


Figure 5.1: Creative and Innovation Framework