

Innovation Pipeline Document: Idea to Deployment (v1.1)

Department: Product & R&D

Objective: Standardize the process for nurturing raw ideas into commercially viable products, particularly those involving new AI/ML technology.

Stage 1: Ideation (Source: Internal/External)

- **Goal:** Capture and document all potential opportunities.
- **Input:** Product Feedback Submission Form (PF-001), Executive Mandate, Competitive Analysis, Whiteboard Sessions.
- **Output:** An entry in the **Idea Backlog** containing a clear problem statement and estimated business value.

Stage 2: Concept Validation (Product Team Lead)

- **Goal:** Determine technical feasibility and market demand.
- **Process:**
 1. **Desk Research:** Product Manager investigates market size, competitor solutions, and pricing models.
 2. **Tech Feasibility:** R&D Lead provides a rough technical effort estimate (T-shirt Sizing: S, M, L, XL).
- **Decision Gate:** Ideas must have a 'High' market demand rating and an effort estimate of 'L' or less to proceed.

Stage 3: Research & Prototyping (R&D Team)

- **Goal:** Create a functional proof-of-concept (PoC) and validate core assumptions.
- **Process:**
 1. **PoC Build:** R&D team builds a small, isolated prototype (e.g., a Jupyter Notebook or simple web application).
 2. **Prototype Evaluation:** Complete the **Prototype Evaluation Report (PE-001)** detailing performance, training costs, and technical risks.
 3. **UX Sketching:** UX team creates wireframes and low-fidelity mockups.
- **Decision Gate:** PoC must demonstrate feasibility and achieve key performance metrics defined in PE-001.

Stage 4: Product Definition (Product Manager)

- **Goal:** Define the feature scope and finalize technical requirements.
- **Process:**
 1. Create the full **Product Requirements Document (PRD)**.
 2. Define success metrics (OKRs/KRs).

3. Secure initial funding/resource allocation (Budget Proposal).
- **Output:** Approved PRD submitted to the CAB for resource allocation.

Stage 5: Development and Release

- **Process:** Follow the standard **Software Development Lifecycle (SDLC)** and **Release Management Process**. Includes Alpha, Closed Beta, Open Beta, and General Availability (GA) phases.
- **Metric:** Track **Lead Time for Innovation (LTI)**: Time elapsed from Stage 1 (Ideation) to GA release.