Set a fixed R&D budget and uses a rank ordering of possible projects to determine which should be funding

The Development Budget

Why choose innovation projects?

The ratio of R&D expenditures to sales

The ratio of R&D expenditures to sales

R&D Intensity

Large firm fund internally, start-ups fund externally

First stage, start-ups should rely on family, friends, and credit cards

Obtain funding from government grants and loans

Angel investors, venture capitals

