Forge Innovation Rubric

FORGE — Innovation & Ventures

? **NECESSITY & SIGNIFICANCE** /20	Real-world application scenarios (0 2 4)	Wide problem incidence (0 2 4)	High severity/impact of problem (0 3 6)	User/Customer validated use-cases (0 3 6)
NOVELTY & ORIGINALITY /20	Unique & differentiated solution concept (0 3 6)	Holistic solution offering conceptually validated functionality (0 2 4 6)		(Futuristic) Potential to emerge as an enduring solution (0 4 8)
CUSTOMER MOTIVATION /20	Customers have assigned highest priority & urgency (0 6)	Customers have failed with alternative solutions (0 2 4)	Customers have strong intent to co-create & standardise solution (0 2 6)	High degree of intent to invest in the immediate term (0 4)
STRONG VALUE PROPOSITION /20	Demonstrate functional/operational benefits (0 3 6)	Significant gains measurable, quantified & validated (0 4 8)		Value proposition proven with reasonable number of customers (0 6)
DEMONSTRATED PROOF OF VALUE /20	Field tested for utility, usability, integration & deployment constraints (0 4 6 8)	Strong indication of product adoption through successful field trails (0 3 6)		Proven for ease-of adoption and accepted as permanent solution (0 3 6)

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