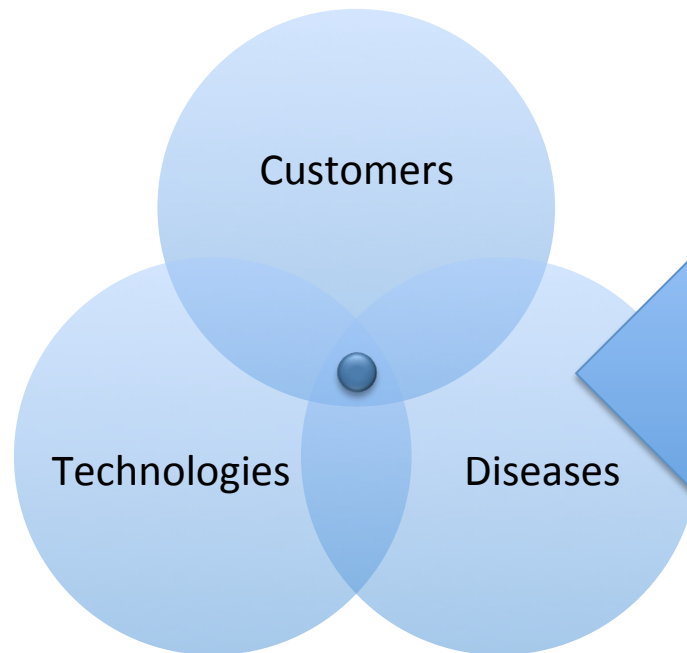


Practical and Direct, Strategic Product Screening and Assessment Framework

Screening Many New Product Ideas Can Be Daunting, and Financial Measures Ineffective

- No product is ever proposed that does not have a positive NPV. Even though in the end many would not achieve this.
- Yet strategy, business development, and R&D organizations can deal with an inundated product funnel.
- Under such circumstances, a framework is needed that can pre-screen a number of opportunities efficiently.

Framework Focused on First Step of Product Proposal Funnel—Screening and Assessment



Practical Strategic Screening and Assessment

The more overlap there is among current customers, technologies, and diseases, the better the strategic fit.

There are a number of reasons why this is true, illustrated by the next exhibit.

Practical Strategic Pre-screen



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