



### Innovation Questionnaire

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- Innovation Status
- Innovation Description
- Uniqueness Questions
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- Goals & Margins
- Credibility
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**Note:** If you would like to collaborate with others, please save your innovation first.

Save Inputs

Save & Exit Input Page

Submit for Testing

Don't Save & Exit Input Page

#### Section 1: Innovation Status

This information is very useful for potential investors as well as for your own comparison of the work needed to be done before the annual sales forecast can become a reality.

##### 1. My innovation is a...

- Product
- Service
- Product & Service

##### 2a. How developed is your (product/service)?

The closer your product or service is to shipping and selling, the more it is worth to potential buyers.

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Please check the level that best describes your innovation's current status.

- 1. In Development** - The invention is in the development stage. Development is at iterative learning stage that involves such things as - "proof of concept" technical experiments, discussions with knowledgeable colleagues, patent searches, marketplace searches and research with possible customers or consumers.
- 2. Successful Prototypes** - Functional prototypes have been constructed and successfully tested with real world customers/consumers - confirming the performance claims made in the concept statement. Rough "prototype" estimates of selling price and production cost indicate that the invention offers industry reasonable economics given capital costs, profit margins and sales potential.
- 3. Final Design** - A final design has been engineered that includes: 1) Optimization of design relative to production cost versus selling price. 2) real world trials or tests with customers on the effectiveness of final product/service design and performance claims at the 95% confidence level, 3) completion of appropriate product safety & stability testing, 4) where appropriate, regulatory approval has been obtained and 5) if appropriate, final packaging is designed and tested.
- 4. Manufacturing Ready** - The product or service is ready for production: 1) Pilot production trials have been conducted, 2) capital equipment investments, if required, are clearly defined, 3) locations and resources for manufacturing clearly identified, 4) detailed bill of materials is complete, 5) there is no doubt about product or service production costs and selling prices, 6) all user instructions and graphics are complete.
- 5. Shipping & Selling** - The invention is being manufactured and sold to customers or consumers.

##### 2b. Other Details on Innovation Development Status - what specific development is completed and what's not completed? (Character limit is 180)

[Empty text box for development status details]

(This text can be Easily Changed at any time)

##### 3a. What kind of Proprietary Protection does your (product/service) have?

The more protection your product or service has, the more it is worth to potential buyers

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Please select the highest level that most closely describes where your proprietary protection level. (If you have more than one, note it in your response to 3b.)

- 0. No known protection** - There is no proprietary protection at this time.
- 1. Potential for Protection** - I BELIEVE that it will be possible to protect the invention in the marketplace because: 1) It would be first to market, 2) A knowledgeable colleague believes the innovation has never been done before, 3) A patent search has been conducted that indicates strong potential for protection and/or 4) there is a good chance that there will be significant production, design and/or manufacturing secrets.
- 2. Patent Pending** - A patent application (full or provisional) has been filed and a professional legal opinion received that

### Innovation Questionnaire - Planet Eureka...

indicates that there is at least 90% odds of receiving a patent that will make it nearly impossible for someone who is highly motivated to find a way to copy the product or service in less than 5 years, if ever.

- 3. Tactical Protection** - One or more of the following tactical tools are available that provide significant barriers to competitors copying the innovation: 1) unique raw material supply, 2) very proprietary production process, 3) powerful trademark, 4) important endorsement or 5) unique sales or marketing distribution resources OR 6) A granted patent but a legal opinion has not been received indicating that there is at least 90% odds that it would be nearly impossible for someone who is highly motivated to find a way to copy the product or service in less than 5 years, if ever.
- 4. Major Trade Secrets** - The inventor has significant production, design and/or manufacturing trade secrets that make it nearly impossible for someone who is highly motivated to find a way to copy the product or service in less than 5 years, if ever.
- 5. Granted Patent Claims** - The innovation has a granted patent with approved claims that cover the primary claims made in the concept statement. In addition, a professional legal opinion received that WITH THE CLAIMS GRANTED there is at least 90% odds that it would be nearly impossible for someone who is highly motivated to find a way to copy the product or service in less than 5 years, if ever.

**3b. Other Details on Proprietary Protection Status - what aspects of the product or service do you have protected?**

(Character limit is 180)

(This text can be Easily Changed at any time)

**3c. Please list up to 5 of your patents that are pending or granted that enable this product or service.**

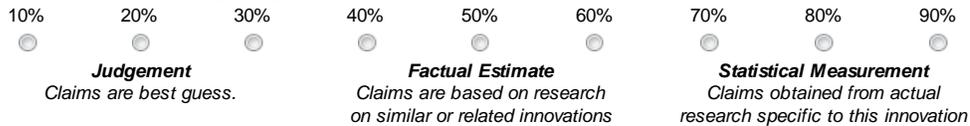
For USA Patents: Utility Patent = 7 digit number, Design Patent starts with D, Plant Patent starts with PP. Provisional Application "61/xxx,xxx", Non provisional application "12/xxx,xxx", Design patent application "29/xxx,xxx"

**4a. Your estimate of about how much money it will cost you, your company or an investor to take this product/service from where it is today to the first sale.**

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- Unknown
- < \$10k
- \$10k-\$100k
- \$100k-\$1M
- \$1M-\$10M
- \$10M-\$50M
- \$50M-\$100M
- \$100M-\$250M
- \$250M-\$500M
- \$500M-\$1B
- \$1B +

**4b. Confidence:** How certain are you of your Cost to First Sale Estimate?



**4c. Details on Basis for Estimate or Source of Data for your Cost to First Sale estimate**

(Character limit is 180)

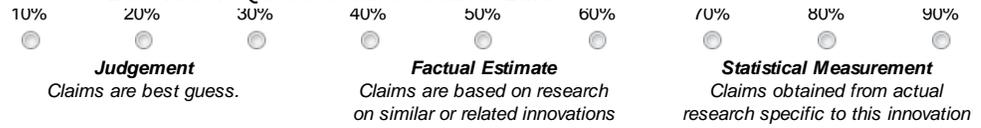
(This text can be Easily Changed at any time, but is required if your confidence is greater than 40%)

**5a. Your estimate of about how much time it will take you, your company or an investor to take this product/service from where it is today to the first sale.**

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- Unknown
- < 6 months
- 6 mos-1 yr
- 1-2 yrs
- 3-5 yrs
- 6-10 yrs
- 11-15 yrs
- 16+ years

**5b. Confidence:** How certain are you of your Time to First Sale Estimate?



**5c. Details on Basis for Estimate or Source of Data for your Time to First Sale estimate**  
(Character limit is 180)

*(This text can be Easily Changed at any time, but is required if your confidence is greater than 40%)*

Next Sections