

## How much is that idea worth?

Sometimes I see an inexperienced innovator with an “OK” idea who doesn’t have a vision of what is “outstanding”. I have developed a graphic to highlight four phases for developing the idea into a profitable product. Starting at point (1) and moving clockwise through the phases we have to resolve (2) the technical challenge, (3) the funding challenge and (4) the commercial challenge.

The % age in these areas will vary from project-to-project, but there are few which I see where the Commercial challenge constitutes less than half of the project.

