

Do The New Idea Evaluation Form

Idea title _____ DTN I.D. # _____

Please rate the idea by selecting the appropriate number in the space allotted. These are ideas for how to grade ideas. Use your common sense if they do not apply to your situation. A knowledgeable person with an objective opinion who does not work for your company may offer helpful insights.

For the following considerations, 4 is a HIGH score and 1 is a LOW score.

Example: Will this idea help us retain good employees? Yes- 4 points, Not very much- 1 point

+++POSITIVE'S+++	4- Yes	3	2- Somewhat	1	0- No
------------------	--------	---	-------------	---	-------

- | | |
|--|-------|
| 1. Good for customers | _____ |
| 2. Thrills employees | _____ |
| 3. Builds on a strength of our company..... | _____ |
| 4. Takes advantage of the internet in a way we have not yet done..... | _____ |
| 5. Recognizes a marketplace disruption (Something new IS happening!) | _____ |
| 6. Potential for record-breaking earnings..... | _____ |
| SUBTOTAL | _____ |

For the following considerations, 4 is a BAD score and 1 is a GOOD score (the reverse of the above).

Example: Will it cost a lot to implement this idea? Yes- 0 points, Not very much- 3 or 4 points

--NEGATIVE'S--	0- Yes	1	2- Somewhat	3	4- No
----------------	--------	---	-------------	---	-------

- | | |
|---|-------|
| 1. Adds to middle management | _____ |
| 2. Seems to lag behind the trend(s) | _____ |
| 3. Ignores the competition | _____ |
| 4. Uses a technology that is fading away..... | _____ |
| 5. High cost | _____ |
| 6. Difficult to implement | _____ |
| SUBTOTAL | _____ |
| TOTAL SCORE | _____ |

A high score for POSITIVE'S may indicate the idea could work despite its NEGATIVE'S. An idea with a low SUBTOTAL (lots of YES answers) for NEGATIVE'S should be scrutinized intensively before acceptance. 48 is a perfect score.

Name of Do The New Committee Member / Date