Idea Shopping Cart

About this tool:

The "Idea Shopping Card" helps you to make a selection of all those ideas that you generated through a 2 step approach. First, identify 6 ideas that fit pre-defined criteria. Second, pick your favorite 3 ideas out of those 6. Space is limited so choose wisely!

An original idea	An idea for in 5-10 years	An idea to implement now

Addressing a new market	About a new offering	An idea you just really like

We can implement <5 years	Potential of > 1M USD	Delivers competitive advantage

board of innovation   **Kimberly-Clark**