

CCC Company Submission Scorecard					
Company Name:	SAMPLE COPY DO NOT USE				
Filled out by:					
Date:					
Project:					
					Score
Management Team (best possible score, 30)					
Management and technical background, industry experience	1 (Poor)	3 (Good)	5 (Excellent)		0
Technical Feasibility (best possible score, 30)					
Complexity	1 (Major invention)	4 (Intensive)	7 (Incremental Improvement)	10 (Existing technology)	
Capability	1 (Possibly can't do)	4 (Find key skills)	7 (Develop skills in-house)	10 (Have skills needed)	
Ownership	1 (Patent issues)	4 (Open field/domain)	7 (Possible license)	10 (Apply for patent)	0
Commercial Feasibility (best possible score, 20)					
Customer Need	1 (No one wants it)	2 (Already exists)	3 (Need unmet/not recognized)	4 (Need it and know it)	
Marketability	1 (Customer not known)	2 (Same market/new customers)	3 (Mix/same & new customers)	4 (Everyone potentially)	
Market Trend	1 (Declining)	2 (Unpredictable)	3 (Static, stable & predictable)	4 (Growing & expanding)	
Competitors	1 (Few dominant players)	2 (Aggressive players/not dominant)	3 (Established passive player)	4 (Weakly contested)	
Regulatory	1 (Unpredictable)	2 (Predictable/minor negative impact)	3 (No potential impact)	4 (Defined/improve position)	0
Strategic Fit (best possible score, 30)					
Local strategy	1 (Counter to strategy)	3 (Neutral or minor)	5 (Essential)		
Global strategy	1 (Counter to strategy)	3 (Neutral or minor)	5 (Essential)		
Expansion	1 (Stand alone product)	3 (Family of products)	5 (Whole new business)		
Cross-business	1 (Local business only)	3 (Several business areas)	5 (Useful to entire org)		
Relationships	1 (May damage relations)	3 (No impact)	5 (Strengthens relations)		
Impact	1 (Increases competition)	3 (None)	5 (Balance is in our favor)		0
Product Attractiveness/Reward (best possible score, 20)					
How much?	1 (Minor contribution)	3 (Moderate)	5 (Very large for us)		
How soon?	1 (Five years)	3 (Three years)	5 (This year)		
How long?	1 (One year)	3 (Several years)	5 (Many years)		
Company Image	1 (Could hurt us)	3 (Supportive)	5 (Makes us look great)		0
Operational Challenge (best possible score, 20)					
Investments	1 (Capital investments)	3 (Possible small investment)	5 (Existing equipment)		
Training	1 (Extensive training)	3 (Minimal training needed)	5 (No additional training)		
Reducibility	1 (One Plant)	3 (Multi-plant)	5 (All plants)		
Raw Materials	1 (All new raw materials)	3 (Few new raw materials)	5 (No new raw materials)		0
Management Team	0				
Technical Feasibility	0				
Commercial Feasibility	0			0-50	
Strategic Fit	0			51-100	
Product Attractiveness/Reward	0			100-150	
Operational Challenge	0				
Total Score (out of a possible 150)	●	0			0

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