

Scoring Ideas

Factor	Description	Idea 1	Idea 2	Idea 3	Idea 4
Authority	Our customers expect us to deliver this				
Systems	This leverages our existing systems				
Passion	We will be excited about this next year				
Innovation	We have a unique way of solving the Problem				
Resources	We can deploy the resources necessary to succeed				
Expertise	This leverages our existing expertise				
Strategic	This aligns with our strategic vision				
Offerings	This enhances our portfolio of offerings				
Advantage	This provides a competitive advantage				
Returns	This offers significant financial returns				
TOTAL					