# Sparkle Ideas

## Filtering & Prioritising Your Ideas

to improve your innovation in healthy food and lifestyles

Interreg
Atlantic Area
European Regional Development Fund

EUROPEAN UNION

AHFES

# Module Contents

## Aligning your Project Ideas with Your Innovation Strategy

**1**

The importance of aligning your innovation strategy with the project ideas
Disseminating the innovation strategy
Improving the choice of innovation ideas and projects

## Techniques to Filter and Prioritise Your Ideas

**2**

The "Sparkle Ideas" method
Criteria grids and  assessment matrix method
Best practices and good tools to validate innovation ideas with consumers

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# 1. Aligning your Innovation Strategy with your Project Ideas

An Introduction to Filtering and Prioritising concepts

## Aligning your product development ideas with your innovation strategy

Innovation is increasingly becoming a critical pillar of the overall business strategy of many companies.

There is a real awareness within the Agri-food industries, that well executed innovation confers competitive advantages.

However, there is frequently a **dissonance between acknowledging the growing place of innovation in the strategy of many companies and their ability to articulate clearly how it should be pursued in innovation areas**.

Yet, this capacity is fundamental in order to refocus your research and target your efforts into areas of strategic priority.

That's why **it is crucial to identify the key innovation strategy areas for your company**.
This is a vital information allows you to make sure that the innovation ideas you generate are well aligned with your wider company strategy.

# Sharing Your Innovation Strategy

As soon as your innovation strategy is clear, **it is crucial to inform your team of the defined innovation strategy areas.**

Indeed, your team will **be more efficient and focus its efforts when they understand your priorities** – having 5 or less defined issues works well.

You'll improve the knowledge management process* inside the company, which means that your team won't lose time and energy in researching issues that are no longer within the scope of the company.

*\* Knowledge Management : process of creation, enrichment, capitalisation and validation of knowledge and know-how, involving all the players in the organisation*
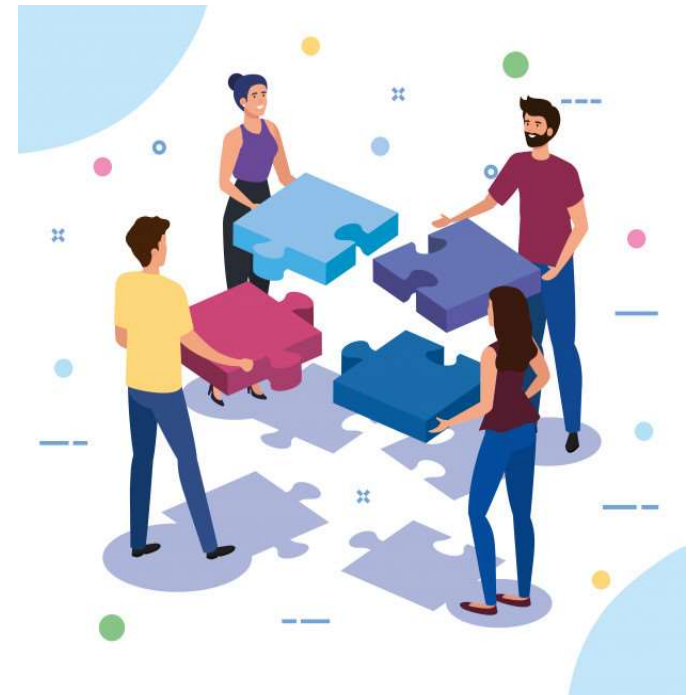
"Creativity is the art of producing
original and efficient solutions
to a previously well-posed problem".

# Improving the choice of innovation ideas and projects

**Qualified ideas**

**Filter with your innovation strategy areas**

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**Use techniques to select**

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**Develop the best projects**

When your innovation strategy is clear, and your innovation areas are defined, and well known by everyone in the team, **the ideas produced will be better quality and more relevant than before.**

However, you will still hopefully collect far more ideas than you'll ever be able to turn into projects, so you will need helpful techniques **to select the ideas that will lead to the best product development or other projects**.

## 2. Techniques to Filter and Prioritise Your Ideas

The "Sparkle Ideas" method…

# THE SPARKLE IDEAS METHOD :
## A selection based on intuition and experience (1/4)

After the creative ideation process, a 1st method of filtering consists of **organising the generated ideas into groups which share a common theme.**

This process will allow you to see:
- ❖ Are there duplicate ideas ?
- ❖ What are the main themes that stand out ?
- ❖ Do certain themes overlap ?

## THE SPARKLE IDEAS METHOD :
### A selection based on intuition and experience (2/4)

It is good practice to define in advance the number of ideas you are looking for, depending on your capacity to manage multiple innovation projects.

Once the thematic groups have been created, the participants will be asked **to vote for their favourite ideas.**

Ask everyone to choose the ones that will make their eyes shine and that will engage them at work!

**They will be called "the Sparkle Ideas".**

The ideas collecting **the highest number of votes will feed the company pipeline of projects.**

84% of the Agri-food businesses make use of intuition to prioritise their innovation ideas*

*italic* * data from the French "Agri-food Innovation Barometer 2017-2018" Valorial/KPMG

## THE SPARKLE IDEAS METHOD :
A selection based on intuition and experience (3/4)

**The voters or most motivated colleagues** should work together to scope out and formalise the future project.

**Each Sparkle Idea should be defined in detail on a project form to capture the important aspects of the idea**: project title, description of product/service, target, Innovative character, steps before development, needed partners, expected benefits

### PROJECT FORM

Title of project/acronym:

Description of product/service:

Target:

Innovative character/ promise:

Locks, key step:

Competencies/ needed partners:

Expected benefits (eco, societal, environmental...

## THE SPARKLE IDEAS METHOD :
### a selection based on intuition and experience (4/4)

Where to start?

To begin working on the new project, **build an action plan**:

⇒ **identify 3 actions you can take immediately to progress the project in the short term**

For Example:
A 1st action could be to check if this new project really IS innovative by researching it further.

Another early action could be to set up a survey to validate consumers acceptance of this new idea.

This phase is very helpful to **reassure yourselves that the idea you have selected is a very good one!**

# 2. Techniques to Filter and Prioritise Ideas

Criteria Grids and Matrix Method

# CRITERIA GRIDS AND MATRIX METHOD :
## A rational and proven method (1/4)

After the creative ideation process, as in the previous method, a first task is to **organise the generated ideas into themed groups**

- This process will allow you to see:
- ❖ are there duplicate ideas ?
- ❖ what are the main themes that stand out ?
- ❖ Do certain themes overlap ?

## Checklist to Help You Filter Your Ideas

- It can be useful to ask yourselves questions like these as you discuss your ideas

  - ❏ Can you clearly and concisely describe your idea or concept in writing ?
  - ❏ What name will you give the idea or project ?
  - ❏ Who would need the concept ?
  - ❏ Why would they buy it ?
  - ❏ Do other firms or brands offer similar products ?
  - ❏ Why will yours be better ?
  - ❏ How many ideas is it realistic to take forward ?
  - ❏ How would you sell the idea ?
  - ❏ How would you produce the product at a scale to bring it to market ?
  - ❏ Would it be expensive or economic to produce ?
  - ❏ What would you need to do to bring the product to market ?
  - ❏ What is the sales and profit potential ?

# CRITERIA GRIDS AND MATRIX METHOD :
## A rational and proven method (2/4)

**Rate the concepts** according to a multi-criteria grid **with 2 families of criteria :**

❖ criteria reflecting the attractiveness of the project
  ❖ (e.g. strategic impact, expected economic impact, etc.)

❖ criteria reflecting ease of implementation
  ❖ (e.g. deadline, competences, budget...).

| | | Idea 1 | Idea 2 | Idea 3 | Idea 4 |
|---|---|---|---|---|---|
| **Strategic impact and economic benefits** | margin potential | 5/5 | 0/5 | 5/5 | 1/5 |
| | market fit | 3/5 | 5/5 | 4/5 | 1/5 |
| | distinctiveness | 0/5 | 1/5 | 5/5 | 0/5 |
| | Subtotal | 8/15 | 6/15 | 14/15 | 2/15 |
| **Implementation difficulties** | completion time | 1/5 | 5/5 | 2/5 | 0/5 |
| | acquisition of skills | 0/5 | 5/5 | 0/5 | 1/5 |
| | development cost | 5/5 | 5/5 | 0/5 | 1/5 |
| | Subtotal | 6/15 | 15/15 | 2/15 | 2/15 |

# CRITERIA GRIDS AND MATRIX METHOD :
## A rational and proven method (3/4)

Then you can prioritise the concepts by **positioning them on a matrix according to the notes given** to these 2 axis of criteria.

This matrix provides an **overview of the project portfolio** and serves as a basis for discussion by the team making the selection as to which innovation to pursue.

Some projects will be well situated in terms of strategic impact and economic benefits, but not in terms of implementation difficulties.
Others could be the opposite !
**Your company will have to make choices to decide whether the projects will be developed or not**, for example during an innovation team meeting.

## PROJECT PORTFOLIO

Strategic impact and economic benefits

15 — Idea 3

Idea 1

7,5 —

Idea 2

0 — Idea 4

7,5      15

Implementation difficulties
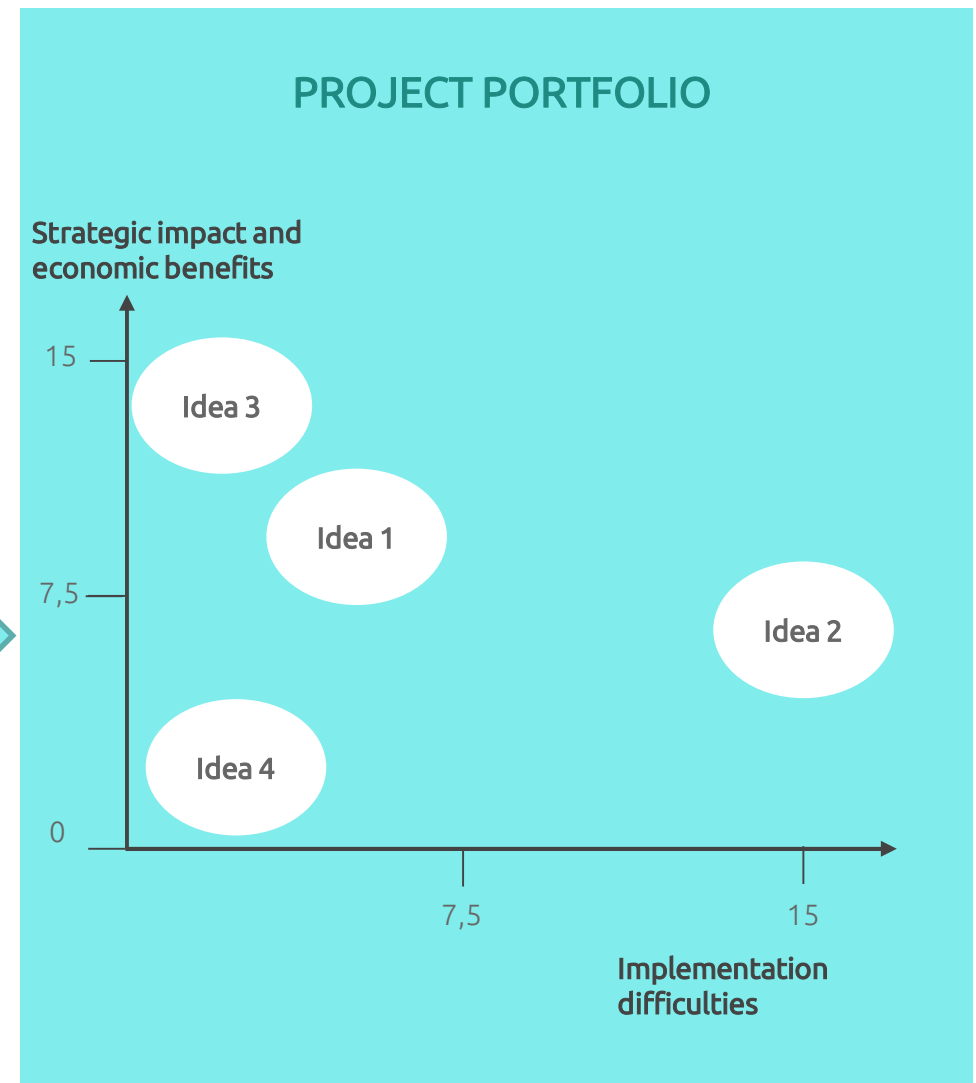
## A Checklist to Help You Prioritise Your Ideas

- Think back to the market intelligence that you have gathered and use this to help you decide which ideas to pursue
  - ❑ How big is the potential market for your concept
  - ❑ What market share could you realistically expect to achieve ?
  - ❑ What turnover would the concept generate ?
  - ❑ Do you know your costs to produce and what profit margin could you achieve ?
  - ❑ Would you make a return on investment given your likely development costs ?
  - ❑ Is it a "stand alone" idea – or might other products "spin-off" from it ?
  - ❑ What are your competitors doing in this sector ?
  - ❑ How would your product stand out from the crowd ?
  - ❑ Can you produce the product to meet all food safety requirements ?
  - ❑ Is there any legislation in place or on the horizon that would affect your concept ?
  - ❑ How quickly could you bring the concept to market ?
  - ❑ What investment will be needed & do you have the funds to do this ?
  - ❑ What channels would you sell the idea through and do you have relationships in place ?
  - ❑ Do you need partners such as suppliers or equipment manufacturers to bring the product to life – and if so do you have the necessary contacts ?

## CRITERIA GRIDS AND MATRIX METHOD :
## A rational and proven method (4/4)

The **last step will consist of "killing" concepts/projects**, taking into account a desire for overall portfolio balance (e.g. 80% short term projects, 20% long term projects).

It is not easy to "kill projects" but it is necessary and important to do so.

Where you have mapped the development elements if they show that the idea won't work or that the conditions are not right to proceed, it is much better to kill the idea.

This process will **free up time to devote to projects with a high chance to succeed in growing sales.**

*NB: Digital tools allow online and remote voting:  look for evaluation platform ideas, project management applications with decision-making workflow, interactive boxes, etc.*

I think
I need to
Kill
this project

## 2. Techniques to Filter and Prioritise Ideas

Best practices &useful tools to validate innovation ideas with consumers

# BEST PRACTICES & USEFUL TOOLS…
## to validate innovation ideas with consumers

**Online Evaluation Platforms
to explore the concept**

**Sensory
Tests**

**Blogs**

**Focus
Groups**

**Food Trucks**

**Lead
Users/
Early Adopters**

**Round Tables**

**Social Media Polls**

**In Home
User Tests**

**Exhibition Stands**

**Pop-up
Blind Tastings**

We hope that you have found this training module a useful and helpful support to your healthy food and drink innovation.

This training module is one of a number of training opportunities, organised into themed training programmes to support SME's (small & medium sized enterprises) in the participating regions of Wales, Northern Ireland, Ireland, Spain, Portugal and France to successfully bring new and reformulated healthy food and drink products to market.

The training was created by the partners within the AHFES project
which is a quadruple helix Atlantic area healthy food eco-system for the growth of SME's
funded by the European Union under the Interreg Atlantic Area Funding Programme.

This programme promotes transnational cooperation among 36 Atlantic regions of 5 European countries and co-finances cooperation projects in the fields of Innovation & Competitiveness, Resource Efficiency, Territorial Risks Management, Biodiversity and Natural & Cultural Assets.

For more information about other training available please click here.

This project is co-financed by the
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