

For Innovators and Researchers:

# Idea Evaluation

- A thorough analysis service of early-stage innovation ideas for research utilization.
- Offered free-of-charge through Chalmers and University of Gothenburg.



Idea analysis in terms of IP/IPR, Market and Sustainability with recommendations for further utilization and commercialization, 100 hours free of charge - no strings attached.

All innovation idea evaluation work is done under secrecy and the resulting report is for you to use freely.

For more info, contact: [david.andersson@entrepreneur.chalmers.se](mailto:david.andersson@entrepreneur.chalmers.se)

# Idea Evaluation

*"It was a very extensive report the Idea Evaluation team had compiled. I will have great use of the data, sources and statistics from the areas covered in the report. Also, from a grammatical perspective, it was fantastic."*  
 – Joakim Andréasson, Assistant Professor in Physical Chemistry at Chalmers University of Technology. Submitted "CytoLight" for Idea Evaluation.



## The Idea Evaluation Process

Every year we accept ~25 ideas and possible innovations for evaluation covering all types of technology and science. The evaluation process is part of a course given at the Schools of Entrepreneurship at Chalmers University of Technology and University of Gothenburg.

The selected ideas we receive are assessed by teams of supervised graduate students for ~100hours using methods from the fields of Intellectual property strategy (IP/IPR), Market potential, Sustainability and Business model design.

## The Background to Idea Evaluation

The tools used in the Idea Evaluation build from over a decade of experience at the education-integrated research utilization and technology transfer system at the Schools of Entrepreneurship at University of Gothenburg and Chalmers.

This has now resulted in the government-awarded best practices utilized in the Master-level course; "Idea Evaluation and Feasibility Studies - IEFS". Here, master-students analyze innovation ideas sprung out of academic or industrial research, serving as a first step for research utilization.

## Submitting your innovation idea for analysis

Of all applications to this service, only a limited number can be accepted for idea evaluation. The gate is now open, so please submit your innovation idea no later than December 21st 2011 using the form, attached.

The idea evaluation reports - are delivered free-of-charge on 6th of March 2012. All evaluation work and reporting is conducted under secrecy and the report is for you to use freely.



## The Idea Evaluation process

The analysis team performs the analysis during approximately 100 hours. You, as the owner of the idea will - by submitting the innovation/idea for analysis - allow for brief meetings (physical/virtual) with the team for an optimal process to obtain a rich and valuable report. All information handled is subject to non-disclosure.



Ideas, Innovations, research patents, platform technology projects from your research now have the opportunity of getting a thorough evaluation and feasibility study for further commercial utilization.

Submit your innovation idea or ask further questions to:  
**David Andersson**  
**Innovation Advisor - Transformative and Sustainable Technologies**  
[david.andersson@entrepreneur.chalmers.se](mailto:david.andersson@entrepreneur.chalmers.se)  
 +46 703805410