## Innovation Process Flowchart Example

Research

Refine

Roll-out

Sustain

Generate ideas (Product & Package)

Screen ideas

Assess feasibility

Finalise design brief

Identify suppliers for ingredients & packages

*Identify specs & test methods* 

Manufacture & test bench top product.

Validate concept with test consumer group

Assess requirements & technologies for manufacture

*Initial financial assessment* 

Initiate ingredient supplier approval

Initiate package supplier approval

Specify label requirements

Work with brand agency to design labels/artwork

Finalise recipe & technical requirements

Initiate shelf life studie:

Perform a scale-up trial

Finalise offering & operating standards

Approve labels & artwork

Approve suppliers for ingredients & packages.
Agree forecasts. Place orders

Documentation.

Train staff

Monitor performance

Finalise Financials

Qualify manufacturing line

Final technical sign-off.
Finalise Documentation

Agree merchandising standards with retailer.

Launch product