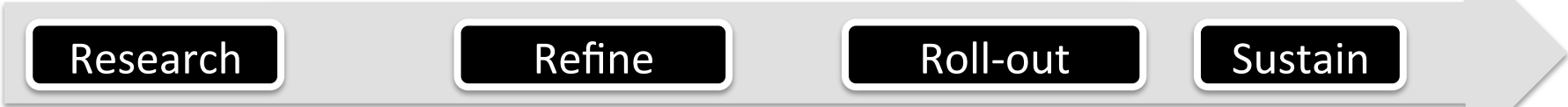


Innovation Process Roles Chart Example



Research

Refine

Roll-out

Sustain

	Generate ideas	
	Screen Ideas	
	Assess Feasibility	

Finalise design brief

Identify suitable 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 supplier

Initiate package supplier supplier

Specify label requirements

Work with brand agency to design labels/ artwork

Finalise recipe & technical requirements

Initiate shelf life studies

Perform a scale-up trial & verify vs specs

Finalise offering & operating standards

Approve labels & artwork

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

Finalise Financials

Qualify manufacturing line.

Final technical sign-off. Finalise Documentation

Agree merchandising standards with retailer.

Launch product

Issue Technical Documentation. Train staff

Monitor performance

R&D	
Quality	
Manufacturing	
Marketing	
Finance	
Purchasing	
Distribution	