

# Innovation, Science & Technology

*Nurture your ideas for commercial potential*

## Innovation Development Early Assessment System (IDEAS) workshop

### Workshop overview:

The Innovation Development Early Assessment System (IDEAS) program is a one-day workshop that is designed to assist Tasmanian innovators to evaluate the commercial feasibility of their ideas.

The IDEAS program is a low-cost, comprehensive and systematic method by which innovators can make an early assessment of the commercial strengths and weaknesses of their ideas. By using this method, innovators can expand their capacity to identify ideas that warrant further development and plan how that development should take place.

IDEAS can be used in several ways. It can be used to provide insight for fine tuning an idea into a stronger commercial proposition. It can be used to re-evaluate an idea that has been modified or it can be used as a framework for presenting an idea to people who may be able to help you to commercialise it.

- It is a **structured methodology** that uses a comprehensive set of standardised assessment criteria.
- It is aimed at **early assessment** when there is not much tangible data available.
- It is designed to identify ideas with **genuine commercial merit**.
- It is designed to assist with mapping the **strategic alternatives for commercialisation**.

### Why IDEAS is important?

It is important to be able to assess the commercial feasibility of new ideas very early in the innovation process because it is the least costly stage in which to identify and eliminate likely failures. IDEAS is a structured method for early assessment that is designed to identify new ideas with genuine commercial merit and the strategic alternatives for commercialisation.

The IDEAS method was developed and delivered by Associate Professor Jack English, from the Australian Innovation Research Centre (AIRC).

BELIEVE IN YOUR IDEAS



WE DO

**Eligibility**

The workshop is intended for individuals or businesses that have an idea for a product, process or service and are interested in exploring an assessment tool that will help determine if it is commercially worthwhile to take the idea further.

**Workshop cost**

The one-day workshop fee is \$55\* per person including a copy of the IDEAS handbook and full-day catering.

\*GST inclusive. Economic Development and Tourism and the Australian Innovation Research Centre has subsidised this workshop.

**What next?**

To register for notifications of upcoming workshops, please contact Business Point at the Department of Economic Development and Tourism on 1800 440 026 or email: [businesspoint@development.tas.gov.au](mailto:businesspoint@development.tas.gov.au)