

## 5. Techniques of Idea Selection

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### 5.1. The need for invention assessment

The phase of idea assessment and selection is one of the most critical phases of invention-innovation chain. The praxis demonstrates that inventors or companies' managements frequently fail to consider its value precisely enough. They thus continue with development and the phases which follow while the costs increase dramatically. Only when they introduce the product on the market, the deficiencies arise. Consequently, it is essential to have numerous ideas at the disposal, out of which only the most promising may be selected on the basis of extremely strict criteria (Figure 7).

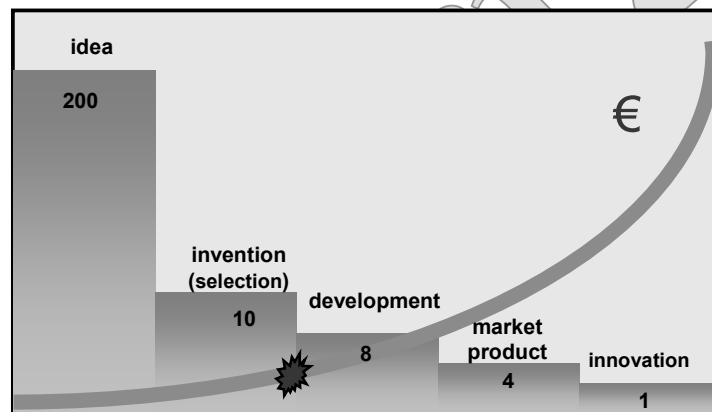


Figure 7: Development of idea to innovation

Only a few ideas prove to be inventions, even fewer become innovations. Among many ideas only a small part passes over to the phase of development and production. Among all technical novelties which have already appeared on the market, only a quarter of them "survived". It is thus necessary to have as many ideas as possible at our disposal in order to select the best.