

12 Innovation Metrics

#	Innovation Value	Innovation Metric	Project/Company Goal	Current Status
1	Impact on brand	No. of new cutomers		
2	Impact on image	No. of brand image surveys		
		Customer feedbacks		
		Analysts' ranking		
3	Impact on ecosystem	No. of external partnerships		
4	Innovation projects	No. of new innovation projects within the company		
5	Innovation portfolio	Value of total innovation portfolio		
6	Net portfolio valuation	Net porfolio valuation compared to the capital invested		
7	Learning curve	No. of continuous education programs		
8	Breakthrough projects	No. of new business model innovations		
9	Innovations to the market	No. of non-incremental projects		
10	Speed	Turn-around time for innovation and project completion		
11	People	No. of people participating in innovation projects		
12	Quality	Quality of contribution by each employee		