Idea Evaluation Methods Packet

I. PMI

"P" stands for the PLUSes of the idea (the good points)

"M" stands for the MINUSes about the idea (the weak points)

"I" stands for what's INTERESTING about the idea (neither good nor bad, but worth noting)

II. ALUO

"A" = ADVANTAGES of the idea

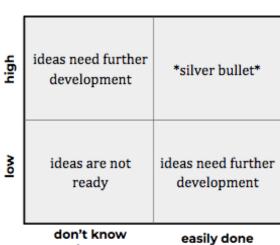
"L" = LIMITATIONS of the idea

"U" = what is **UNIQUE** about the idea

"O" = the OPPORTUNITIES presented by the idea

III. Idea Grid

problem solving potential



how

ne current capability