

# IP Scan for innovative ideas



Gunn & Twynmore

Quickscan

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## How to use this Quick Scan

This Quick Scan is meant for a quick internal assessment of your idea. It is not a full analysis and we advise to seek professional advice in addition to the Quick Scan. The aim of the Quick Scan is to give management a quick way of analyzing potential IP.

1. Do you have an innovative idea?
  - Yes – my idea is new & radical. It has never been done before. 10 points
  - No – my idea is an improvement to a new idea 5 points
  - I don't know 0 points
  
2. Is your idea a product or a service?
  - Product 5 points
  - Service 5 points
  - Both 10 points
  - Neither 0 points
  
3. Is your idea a crucial part in carrying out your core activities as a business?
  - Yes 10 points
  - No 5 points
  - I don't know 0 points
  
4. How important is IP to your business?
  - Very important 10 points
  - Somewhat important 5 points
  - Not at all 5 points
  - I don't know 0 points
  
5. Can you name the 4 main forms of protection?
  - Yes 10 points
  - No 3 points
  
6. Do you know the different criteria for each type of protection?
  - Yes 10 points
  - No 3 points
  
7. If your idea were to be converted to a product, would you know how to protect it?
  - Yes 10 points
  - No 3 points

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**Your score**

Add up the points for each answer you've checked the box for: \_\_\_\_\_

**0 – 25 points****Assess your idea first**

You may have an interesting idea but clearly need help assessing it. You may want to consider consulting someone in your company to help assess your idea or use an outside firm.

**30-50 points****Protect your idea**

You probably have a good idea and know your market quite well. Protecting your ideas at the right stage and in the right way will help you stay ahead of your competition and maximize your profits at a later stage.  
Need help with that?  
Contact the appropriate individual in your organisation or contact an outside firm,

**55-70 points****What are you waiting for?**

Good ideas can be valuable and you know it. You have an understanding of the market and you know how and when to protect your idea in which you need to invest in order to stay ahead of the competition and maximize your profit. What are you waiting for?

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