

Template of Leveling

<i>Business related questions</i>		
Questions	Relevant indicators	Classification
Why did you found your company? Where did the idea come from?		
From your point of view as the manager, what are the most important innovations/ innovation milestones in your company?		
Are there any technical aspects at those milestones which are relevant to mention?		
Surrounding conditions of the service: How does the ideal market look like? Who are the perfect partner?		

How is the structure of the company (at the moment)?		
Do you have documentation?		

Questionnaire		
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Do you have an innovation approach for your company? If yes, what kind of approach is it? How would you define innovation?		
Which triggers for innovation activities do you have in your company?		

<p>Is there an innovation strategy established at your company?</p>		
<p>Is there a tracking of weak technological signals like a systematic system of technology foresight (e.g. of new standards, raw and processed materials, patents, technology, etc.) established by your company?</p>		
<p>Is there a tracking of weak market signals like a systematic system of market foresight (e.g. future customer needs, analysis of competitors, analysis of the value chain, change of business models, etc.) established by your company?</p>		
<p>Does your jour fixes (regularly meetings) have some kind of structured agenda and/or do you use creativity techniques to gather ideas? Are there any structural approaches in generating ideas in general?</p>		

Do you integrated costumers in the idea gathering process?		
Are suppliers integrated in the idea gathering process?		
Are external experts (from universities, compentence centers, etc.) integrated in the idea gathering process? Do you have connections to universities/research institutions?		
Are open innovation platforms used for idea gathering?		
<i>Future perspective</i>		
Questions	Relevant indicators	Classification

What is the ideal future conception for your company in regards to innovation?		
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