

Abstract

This paper aims to deliver insights in how companies evaluate and select innovative ideas. Interviews were conducted with employees who participated in an internal innovation contest of their company. The questionnaire included questions about the internal innovation contest and about the traditional innovation activities in this company. The analysis focuses on the evaluation and selection of ideas and compares idea screening in the innovation contest with the traditional innovation process of the company. The result consists of twenty-nine findings that help companies to better understand their innovation process. It becomes clear that ideas are evaluated by applying several criteria which are weighted differently. Feasibility, novelty and creativity are criteria predominantly considered at the early stage of the process, whereas at the later stage profitability gains importance. Also, the selection of ideas is influenced by the people involved in the process, for example, whether it is the employees from various departments or the management team only.