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## Innovation Endorsement

### GUIDEBOOK

## Contents

Introduction .....	3
Overview – Innovation Endorsement.....	3
The Meaning and Significance of Endorsement.....	4
What Should Be Endorsed?.....	4
The Nature of the Business .....	4
Endorsement Qualifications.....	5
Endorsement Longevity and Maintenance .....	5
Marketing Communications.....	5
The Three Tiers of Endorsement .....	6
The Endorsement Process.....	7
The Endorsement Application .....	8
The Investment.....	8
Disclaimer Concerning GInI’s Innovation Endorsement Program .....	9
Disclaimer Concerning Intellectual Property Rights and Exclusive Rights of Usage.....	9
Refund Policy.....	10
About Global Innovation Institute .....	10

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# Global Innovation Institute Accreditation Center

## Innovation Endorsement Guidebook

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### Introduction

The GInI Accreditation Center, under the direction of the GInI Accreditation Program, issues formal accreditations to properly-assessed innovation labs, business incubators, accelerator programs, and innovation training programs, as well as endorsements to properly-verified innovations. Accreditation by GInI assures affected stakeholders that these have each been properly assessed, and that their quality and scope conform to GInI's accreditations standards.

GInI is fully committed to pursuing excellence and continuous improvement in all of the activities relating to its accreditation program. Accordingly, this guidebook sets forth the policies, procedures, and standards used to assess the quality and scope of the entities seeking GInI accreditation.

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### Overview – Innovation Endorsement

The GInI Innovation Endorsement is Global Innovation Institute's validation of a specific, individual innovation that a business has conceived and implemented. Endorsements serve as a means of validating the business' innovation efforts and outcomes, without requiring the business to reveal confidential details to the public. Many organizations, particularly those in the public sector as well as nonprofits – where validation is not always derivable from direct market impact – require such validation when pursuing assessments and awards, such as those awarded by certain governments for overall business excellence.

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## The Meaning and Significance of Endorsement

Endorsement of an innovation by Global Innovation Institute signifies that the innovation has satisfied not only the qualification requirements set forth by GInI, but just as importantly, has demonstrated its true merit as an innovation on the basis of its actual adoption, usage, and business impact, delivering real value where none previously existed. Thus irrespective of whatever acclaim, recognition, and/or financial success it might have otherwise garnered, the innovation is recognized for the overall business impact it creates. Endorsement also signifies that the business involved is the one who has conceived, defined, developed, and deployed the innovation, typically for its own exclusive use. Since not every purported “innovation” meets GInI’s strict qualifications, having one’s innovations endorsed by GInI is an honorable achievement.

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## What Should Be Endorsed?

The GInI Innovation Endorsement is intended for actual, real innovations that a business has conceived, defined, developed, and deployed into real-world usage. The nature of these innovations can range widely – from innovative new internal processes and/or process changes, to innovative improvements in existing offerings, to radical, breakthrough innovations never ever seen before. All of these are fair subjects for endorsement, so long as they meet the qualification requirements set forth by GInI.

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## The Nature of the Business

GInI places no restrictions on the nature or type of business which may apply for an Innovation Endorsement. The business can be in the private sector or public sector, privately-held or publicly-traded, for-profit or not-for-profit, SME or MNC, and so forth. The business may even be a sole proprietorship. What is important in this process is the nature of the innovation and the details of its conception, definition, development, and deployment, regardless of who or what the business is behind it. Accordingly, GInI does not discriminate on the basis of any factor relating to the business itself.

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## Endorsement Qualifications

In order for a business' innovation to be endorsed by Global Innovation Institute, it must:

- a) Represent a solution to a problem that is truly novel relative to previous solutions.
- b) Be legitimately conceived, defined, developed, and implemented by the business – either alone or in partnership with other businesses.
- c) Be used exclusively by the business and/or licensed to another business for exclusive use.
- d) Have been in use for a minimum of six (6) months and thus able to demonstrate a positive impact on the business and the intended customers.

If an innovation can meet these four qualifications, then it is eligible for consideration for endorsement.

Accordingly, GInI does not endorse:

- Ideas.
- Intellectual Property.
- Inventions that have never been used to create real value for the business or its customers.
- Innovations in development which have yet to be deployed.

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## Endorsement Longevity and Maintenance

GInI Innovation Endorsements – once granted – are granted for the life of the innovation.

There is therefore no maintenance or renewal effort involved with GInI Innovation Endorsements.

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## Marketing Communications

Once a business has received endorsement from Global Innovation Institute for one or more of its innovations, it is free to thereafter announce and/or otherwise market this achievement. This is an excellent means for a business organization to demonstrate to the world precisely how effective its innovation efforts have been, and by association, how innovative of a business it is.

## The Three Tiers of Endorsement

Within the GInI Innovation Endorsement program, there are three (3) distinct tiers of endorsement.

An innovation's endorsement tier is based on the type of innovation it is and therefore the scope of effort associated with executing it. The innovation type is derived from the following type classification:

### Internal Process Innovations

- Internal business process innovations.

### Value Capture Innovations

- Extensions / evolutions of a current offering targeted at existing customers.
- Applications of current offerings targeted at customers and markets somewhat new to the business.
- Use of existing offerings with a new business model to deliver more value and capture greater market share.

### Value Creation Innovations

- Creation of new offerings (within an existing category) using new technology, targeted at existing customers.
- Creation of new offerings (within an existing category) targeted at entirely new customers and markets.
- Creation of new-to-the-world categories of offering, resulting in the creation of new-to-the-world markets.

Based on this type classification, the three (3) tiers of endorsement are therefore:

- **Tier 1: Internal Process Innovations** – innovations internal to the business; these do not result in new market offerings.
- **Tier 2: Value Capture Innovations** – extensions of current offerings to enable the business to capture greater market share.
- **Tier 3: Value Creation Innovations** – delivery of completely new offerings to grow the business beyond its current core.

Successfully conceiving, defining, developing, and delivering a Type 2 (Value Capture) innovation typically involves more effort than does a Type 1 (Internal Process) innovation, and by the same token, conceiving, defining, developing, and delivering a Type 3 (Value Creation) innovation typically requires substantially more effort than does a Type 2 innovation. Thus, increasing tiers of endorsement reflect the increasing amounts of time, effort, and investment that likely went into realizing the innovation.

## The Endorsement Process

The process for having an innovation endorsed by GInI is reflected in the following seven (7) steps:

1. The business must engage and work through a third-party GInI Authorized Innovation Provider® (AInP®).  
The AInP® will provide a GInI Authorized Innovation Assessor® (AInA®) and will oversee the work of this person in completing the Innovation Endorsement Application, and will submit the final Application to GInI.
2. The Authorized Innovation Assessor® (AInA®) will complete the following two steps:
  - a. Review first-hand all of the business' evidence and documentation of the innovation, and...
  - b. Submit the Innovation Endorsement Application to GInI via the AInP®.
3. The Innovation Endorsement Application may be completed either by an internal author or by the External Assessor (AInA®). Regardless of which party completes it, it may only be submitted to the AInP® by the External Assessor (AInA®), and in turn may only be submitted to GInI by the AInP®. \* / \*\*
4. GInI will then review each Endorsement Application, studying it first for thoroughness and accuracy, and second for merit (of the subject innovation). Reviews typically require 7-10 business days to complete.
5. If the evidence presented in the Endorsement Application satisfactorily meets GInI's requirements, then GInI will approve the Application.
6. Thereafter GInI will notify the applying organization and the AInP® of its determination.
7. If the Endorsement is granted, a certificate will be delivered to the applying organization via postal courier so documenting the Endorsement.

\* GInI's Authorized Innovation Assessors® – AInAs® – are the only individuals authorized by GInI to submit Endorsement Applications to GInI via the AInP®. GInI will only accept Applications from AInAs® and AInPs® in good standing.

\*\* Regardless of who completes the application (an internal employee or contractor, or the External Assessor), it must be verified in person, attested to (signed), and submitted by the External Assessor retained by the AInP®. Thus if the business has internal AInAs® on its staff, those individuals may complete the application, but they may not submit it to GInI or to the AInP®. Only External AInAs® may submit the Endorsement Application.

## The Endorsement Application

The Application must be completed in its entirety by a GInI Authorized Innovation Assessor® (AInA®). All Applications must be completed in English.

The Application contains six (6) parts:

1. Date / Business / Representative / Author / External Assessor
2. The Innovation
3. Origination, Development, & Launch
4. Outcomes & Results
5. Supporting Documentation
6. Affirmation.

All six parts must be completed in their entirety. Incomplete applications will be returned to applicants and cannot be processed until completed.

Everything disclosed in an Innovation Endorsement Application is deemed as confidential between the applicant, the AInP®, the External Assessor (AInA®), and Global Innovation Institute – with the exception of the name of the organization, the name of the innovation, and its endorsement tier.

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## The Investment

There is a one-time Processing Fee of 1,000 USD paid to GInI to apply for a GInI Innovation Endorsement.

This Endorsement Processing Fee is exclusive of any fees the business pays to the third-party AInP® and their AInA® for completing and submitting the Endorsement Application. The business and the AInP® must work together to establish the AInP's fees. The business must accordingly pay those fees outside of the Endorsement Processing Fee paid to GInI.

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## Disclaimer Concerning GInI's Innovation Endorsement Program

GInI's endorsement of a business' innovations is not an endorsement of that business in its entirety, above and beyond any of its competitors.

GInI therefore reserves the right to endorse the innovations of any business without regard for their competitive status with other businesses whose innovations GInI may also endorse.

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## Disclaimer Concerning Intellectual Property Rights and Exclusive Rights of Usage

Global Innovation Institute's endorsement of a business' innovation – as recorded in the Endorsement Application and filed in the GInI archives – bears no relationship to the assignment of Intellectual Property Rights associated with the innovation. Accordingly, the issuance of a GInI Endorsement is independent from, and irrespective of, whatever party holds the IP Rights to the innovation.

However, that being said, GInI Endorsement does require exclusive rights of usage to the innovation.

Therefore, when submitting an Innovation Endorsement Application, the business named therein (the applicant) must attest that they alone hold the exclusive right to use (and, if applicable, commercialize) the innovation, irrespective of whether they or a different party hold the legal Intellectual Property Rights to it.

If there is no formal Intellectual Property associated with the innovation, then in that case the applicant must attest that they have had a key involvement in developing the innovation and that – to the best of their knowledge – they are the only ones in the world using the innovation in the context for which they are using it.

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## Refund Policy

Once an AInP® submits an Innovation Endorsement Application to GInI on behalf of a business, the Endorsement Processing Fee will be incurred in full, and no refunds can be issued for that Application.

If an Innovation Endorsement Application fails to present adequate evidence to satisfy GInI's Endorsement Qualifications, such that GInI summarily rejects the Application, the business is not entitled to a refund, in whole or in part. The business and their representing AInP® may, however, at no additional cost, on one occasion, resubmit additional evidence to GInI in connection with the Application in a bid to have the Application reconsidered and potentially approved. There is an expiration window of 60 calendar days (after receipt of notification) for making such resubmissions. If, after one occasion of resubmitting additional evidence, GInI still rejects the Application, that Application cannot be reviewed further. In such cases, the business and their representing AInP® must start over with a new Application.

If, on account of an error or omission made by GInI, the Application is wrongfully rejected, the applying business and/or their representing AInP® may – at no additional cost – petition GInI for a re-review of the Application, pointing out the nature of the error or omission. There is an expiration window of 90 calendar days (after receipt of notification) for making such petitions. If, upon such re-review, GInI establishes that its original determination was in error, it will either issue the Endorsement or a full refund of the Endorsement Processing Fee, per the applicant's wishes.

In all matters relating to GInI's acceptance and processing of Innovation Endorsement Applications, GInI's liability is limited solely to the Endorsement Processing Fees paid to GInI. GInI is not liable for AInP® fees or for business losses incurred otherwise in connection with GInI's Innovation Endorsement Program.

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## About Global Innovation Institute

Global Innovation Institute is the world's foremost professional certification, accreditation, and membership association in the field of innovation.

The Institute aims to advance individual careers and transform organizational achievements by advancing the profession of innovation leadership. It does this through its globally recognized standards, tools, publications, resources, professional development courses, certifications, applied research, and networking opportunities.

Learn more at: [www.gini.org](http://www.gini.org).



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