



Application

Innovation Endorsement InE®

Overview & Instructions

Overview

Global Innovation Institute endorses business innovations that have demonstrated their merit through appropriate use and adoption, as evidenced by their innovative value and their actual business impact.

There are **three (3) tiers** of endorsement, based on the **type** of innovation and the **scope** of effort thus associated with executing it. The type of innovation is derived from the Type classification provided in **Part 2** of the Application.

The three (3) tiers of endorsement are:

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

Organizations wishing to secure a GInI Innovation Endorsement must work through a GInI Authorized Innovation Assessor (AlnA®) to complete and submit this endorsement application. An innovation must have been in use for a minimum of six (6) months prior to submitting the application so that actual business impact can be assessed reliably.

Instructions

The following application is to be completed in its entirety by a GInI Authorized Innovation Assessor (AlnA®) retained by a valid GInI Authorized Innovation Provider (AlnP®).

If the AlnA® is internal to the applying organization (a direct employee or contractor), this application must be verified in person, attested (signed), and submitted to GInI by an **external AlnA®** retained by a valid GInI AlnP®.

There are six (6) parts to the application:

1. Organization / Representative / Applicant / Date
2. The Innovation
3. Origination, Development, & Launch
4. Outcomes & Results
5. Supporting Documentation
6. Affirmation.

Incomplete applications will be returned to applicants and cannot be processed until completed.

If the applicant deems a certain descriptive area of the application to be non-applicable to the submission, they should so indicate by writing “none” in the provided description space. Do not leave any descriptive spaces blank (selection lines can be left blank however).

This application is to be completed in English. Proper names given in other languages should be indicated in their native language and an English translation provided if applicable.

Everything disclosed in this application is classified as confidential between the applicant and Global Innovation Institute.

Criteria for Endorsement and Determination of Tier

In order for an Innovation to be endorsement by Global Innovation Institute, it must meet the following **ten (10) criteria**:

1. It must solve a real problem – either a market / customer problem, or an internal business problem.
2. It must be a legitimate solution that has been implemented and in use for a minimum of six (6) months.
3. It must have clear beneficiaries – either external customers or internal business parties, or both.
4. It must leverage key aspects of the organization’s business model – technology, design, branding, distribution channels, marketing channels, data and analytics, and so forth.
5. It must have originated – in full or in part – within the applying organization.
6. It must have been defined, developed, validated, and launched – in full or in part – by the applying organization.
7. It must have involved some amount of defining research.
8. It must have used some manner of process / methods / steps for defining, developing, validating, and launching it.
9. It must have produced real outcomes and results for the organization (business impact) – both financial & non-financial.
10. It must yield new organizational learnings and/or opportunities for further expansion.

If the innovation does not meet these ten criteria, it will not be endorsed by GInI.

Regarding the determination of which Tier of Innovation is represented, GInI discerns between Tier 1, Tier 2, and Tier 3 endorsements by way of filtering questions relating to the evidence presented in this application.

The first filtering question is: “Is the innovation primarily something that external customers will encounter and interact with?”

If the answer to this question is "no", then by default the innovation is considered an internal-only innovation – relating primarily to internal business processes. In this case it is classified as a **Tier 1 Innovation**.

If the answer to this question is "yes", then it is presented with a second filtering question.

The second filtering question is: “Does the innovation represent something fundamentally new to these customers, or simply an evolution of what they already interact with?”

Discerning this answer sometimes requires very seasoned judgment on the part of GInI’s application reviewers.

If the answer to this question is that the new innovation is primarily an extension of a current offering (something customers already encounter), then it is classified as a **Tier 2 Innovation**.

*In the context of GInI’s Strategic Innovation Roadmap, this generally correlates to a **Value Capture** innovation.*

If the answer to this question is that the new innovation is primarily a completely new offering, meaning customers did not previously encounter and interact with any prior version of it, then it is classified as a **Tier 3 Innovation**.

*In the context of GInI’s Strategic Innovation Roadmap, this generally correlates to a **Value Creation** innovation.*

GInI’s application review process applies the utmost of objectivity in answering these three filtering questions. This ensures absolute consistency amongst all organizations receiving GInI Innovation Endorsements.

Disclaimers

Disclaimer Concerning the Accuracy of Information Provided Herein

The organization, representative, and applicant named herein attest that all information they provide in this application is true and accurate to the best of their knowledge and ability to know.

If it is discovered after the fact that any information provided in this application was knowingly falsified, or was in gross error – including in relation to the exclusive right to deploy this innovation as described above – GInI reserves the right to fully revoke its endorsement of the innovation without obligation of refund to the organization of the associated application fee.

Disclaimer Concerning the Assignment of Intellectual Property Rights

Global Innovation Institute’s endorsement of a organization’s innovation – as recorded in this 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, GInI endorsement does require **exclusive rights of usage** to the innovation.

It is expected that in most cases, Intellectual Property Rights – if any are associated with the innovation – will be assigned to the organization applying for the endorsement (as named herein). However, it is entirely conceivable that an organization might seek an endorsement for an innovation they are deploying, which if it involves a public offering would infer they are the ones commercializing and marketing it, but which was developed either in partnership with a strategic partner or by an outside business partner who has subsequently **licensed exclusive rights** to the organization to use the innovation.

Accordingly, by submitting this application, the organization named herein **attests** that they **alone** hold the **exclusive right** to use and deploy the innovation described herein, irrespective of whether they or a different party holds the legal Intellectual Property Rights to the innovation. If the organization named herein **does not** hold **exclusive rights** to the use of the innovation, then they should **not** seek a GInI endorsement of it. Instead, they should have the party who holds the legal IP Rights apply for the endorsement (in which case the endorsement would be assigned to that party).

If there is **no formal Intellectual Property** associated with the innovation, then in that case the organization named herein **attests** 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.

Disclaimer Concerning GInI Endorsement

GInI’s endorsement of an organization’s innovations is not an endorsement of that organization in its entirety, above and beyond its competitors.

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

Application Part 1: Date / Organization / Representative / Author / Assessor

Application Date

Date of Application _____

Organization & Representative Information

Name of Organization _____

Location of Organization _____

Industries / Sectors _____

Size of Organization _____

Representative's Name _____

Representative's Title _____

Representative's Dept. _____

Representative's Email _____

Representative's Phone _____

Application Author Information

Author's Name _____

Author's Firm _____

Author's Title _____

Author's Email _____

Author's Phone _____

Authorized Innovation Provider (AInP®) and External Assessor (AInA®) Information

AInP Name _____

AInP ID _____

Assessor's Name _____

Assessor's Email _____

Assessor's Phone _____

AInA ID No _____

Application Part 2: The Innovation

General Information & Classification of the Innovation

Name of Innovation _____

Date Launched _____

Related URL _____

Classify the Type of Innovation – Check all that apply:

- Internal business process innovation.
- Extension / evolution of a current offering targeted at existing customers.
- Application of a current offering targeted at customers and markets somewhat new to the organization.
- Use of an existing offering with a new business model to deliver more value and capture greater market share.
- Creation of a new offering (within an existing category) using new technology, targeted at existing customers.
- Creation of a new offering (within an existing category) targeted at entirely new customers and markets.
- Creation of a new-to-the-world category of offering, resulting in the creation of a new-to-the-world market.

Indicate the Source of the Innovation (where & how it originated and was developed) – Check all that apply:

- Internal Core R&D Group / Center of Excellence.
 - Internal New Product Development (NPD) Group.
 - Internal Core Innovation Group.
 - Outside Contracted R&D / NPD Vendor.
 - Outside Partnership involving Technology Transfer or Strategic Supplier.
 - Outside Partnership involving Cross-Branding / Cross-Marketing / Cross-Selling another organization's offerings.
 - Other type of Open Innovation partnership.
 - Combined investment into / partnership with one or more independent New Business Ventures ("Startups").
 - Spin-Out of a fully-owned New Business Venture, or Joint Venture with another organization.
 - Merger with, or Acquisition of, another organization resulting in a combined development effort.
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Problem Being Addressed

Describe the problem being addressed. Why was this innovation developed? Explain the backstory that sets the context for the issues / pains / tensions involved. Explain why this was a problem worth solving in terms of size and scope.

Description of the Innovation

Provide a general description of the Innovation. Explain what is new and/or novel about it relative to existing solutions. Explain how it solves the above problem and provides relief to its pains / tensions, and any additional gains it creates.

Main Beneficiaries

Explain who this innovation serves and impacts – who are its customers or beneficiaries?

Explain any relevant demographic and/or psychographic parameters involved.

Explain what these customers' decision factors are for whether or not to adopt the new innovation.

Target Markets

Describe the target markets associated with this innovation.

Indicate whether these are existing, adjacent, new-to-the-organization, or new-to-the-world markets.

Business Model Levers

Explain what elements of the organization's business model this innovation operates upon.

For example: technology, product, service, customer service, branding, overall customer experience, asset utilization, marketing channels, sales channels, distribution channels, revenue model, internal organization design, financial transactions, data / analytics, communication processes, human resources, and so forth.

Technologies / Methods

Describe any new technologies or service processes associated with this innovation.

Competition

Describe what competing interests this innovation was/is up against and/or what direct competition it had to overcome? What are the sources of these competing forces? What gives this innovation the “right to win” against those forces?

Intellectual Property

Provide a list and description of any Intellectual Property associated with the Innovation.

(If the assignee of the Intellectual Property Rights is a party other than the organization named herein, identify that party.)

Image

Paste here any illustrations, sketches, or photos that serve to depict the innovation.

Application Part 3: Origination, Development, & Launch

Originator

What person or team originated this innovation concept?

Business Event

What event was involved in originally conceiving this concept?

For example, a top-down strategy brainstorming session, a bottom-up employee ideation campaign, so forth.

Inspiration / Conception

What was the original inspiration for this concept? Were there other existing concepts that it piggybacked on?

Research

Explain what research methods and processes were used to qualify and quantify this innovation opportunity.

Definition

Explain what methods and processes were used to properly clarify and frame the problem and to converge upon the most optimal / innovative solution for this problem.

Development

Explain what methods and processes were used to fully develop this innovation and ready it for adoption.

Validation

Explain what methods and processes were used to test and validate the innovation for effectiveness against the need being addressed (including any intermediate performance targets involved).

Launch / Go-To-Market Strategy

Explain what methods and processes were used to execute the innovation and make it a reality for launch / adoption / commercialization. Describe the actual go-to-market strategy involved... how is it being produced, sold, delivered, marketed, supported, and so forth?

Challenges

Describe the particular challenges that were faced (or are still being faced) in conceiving, researching, designing, developing, validating, and launching this innovation. How are these being overcome?

Future Evolution

Explain what future potential exists in terms of evolving this innovation into a broader platform of solutions and/or otherwise extending it to other situations?

Partnerships

Explain any partnerships involved in conceiving, researching, designing, developing, validating, and/or executing this innovation. Include all parties, whether private sector, public sector, academic, and so forth.

Explain the capacity in which each partner was involved.

Timing

Indicated how much time transpired in each of the above stages (conception, research, design, development, validation, launch, and so forth). Also, indicate the overall timing from start to finish to fully launch this innovation.

Application Part 4: Outcomes & Results

Outcomes / Results / Business Impact

Describe the outcomes, results, and business impact arising from the use and adoption of this innovation.

For example, increased revenues, profits, market share, customer satisfaction, quality, reliability, responsiveness, accessibility, effectiveness, efficiency, and so forth.

KPIs & Financial Results

List the top three (3) **Non-Financial KPIs** associated with the innovation and indicate to what extent these have been met.

Non-Financial KPI #1 _____ Met (%) _____

Non-Financial KPI #2 _____ Met (%) _____

Non-Financial KPI #3 _____ Met (%) _____

List the top three (3) **Financial KPIs** associated with the innovation and indicate to what extent these have been met.

Financial KPI #1 _____ Met (%) _____

Financial KPI #2 _____ Met (%) _____

Financial KPI #3 _____ Met (%) _____

Organizational Learnings

Describe what new insights and learnings the organization has realized from developing and launching this innovation that can be used and applied in other future endeavors.

Application Part 5: Contributors

Optional: GInI offers the option for organizations to have up to **twelve (12)** individuals formally **recognized by GInI** for their contributions to the realization of this new innovation.

If this option is chosen, there is a separate fee of **100 USD per certificate issued** (one per listed contributor).

Listing contributors here infers that the organization wishes to exercise this option for the listed individuals.

List below the first name, last name, and email address of the individuals who contributed the most to the realization of this new innovation – up to a maximum of **twelve (12)** such individuals.

These individuals will each receive – in association with this Endorsement once it is approved – a **certificate** from GInI recognizing them as a **Recognized Innovator** – on account of their contribution to the achievement of this new innovation.

Their order listed here is unimportant, as all will be recognized the same by GInI.

NO	FIRST NAME	LAST NAME	EMAIL ADDRESS
1	_____	_____	_____
2	_____	_____	_____
3	_____	_____	_____
4	_____	_____	_____
5	_____	_____	_____
6	_____	_____	_____
7	_____	_____	_____
8	_____	_____	_____
9	_____	_____	_____
10	_____	_____	_____
11	_____	_____	_____
12	_____	_____	_____

Application Part 6: Supporting Documentation

Attach to (or submit with) this application any additional supporting documentation the organization has which demonstrates the market value and business impact of this innovation. Examples might include research studies, design documentation, business plans, press releases, financial statements, and so forth.

For Innovative Concept applications, a minimum of a business plan and supporting research must be submitted with this application.

Application Part 7: Affirmation

The undersigned, by way of their signature and date, do hereby affirm that the information provided in this GInI Innovation Endorsement Application is true and accurate in its entirety and to the best of their knowledge or ability to know.

Should later information reveal that the information disclosed herein is not accurate, GInI may, at its sole discretion, opt to withdraw its endorsement of the innovation herein named. No refunds are given under those circumstances.

Signature of Application Author

Date of Application

Signature of AIInA® (External Assessor)

Date of Submission

Signature of AIInP's Authorized Contact Person

AIInP Company Stamp

End of Application

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Reviewer	_____
Review Date	_____
Ruling	_____
Ruling Date	_____
Classification	_____
Endorsement No	_____
Issue Date	_____

About Global Innovation Institute

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

The Institute exists to empower professionals to advance their careers in innovation leadership and to empower organizations to transform themselves into market-leading innovation powerhouses. The Institute does this through applied research and its globally-recognized standards, tools, publications, resources, professional development courses, and certifications. Together with numerous networking opportunities, these enable the Institute to elevate the field of applied business innovation to ever increasing levels.

Global Innovation Institute is an international organization operating globally in countries all over the world. Its headquarters are maintained in Grand Rapids, MI, USA, a region home to some of the world's most innovative organizations in industries like office furniture, medical devices, fashion footwear, consumer appliances, automotive, food & beverage, and packaged consumer goods. Grand Rapids is also home to ArtPrize, the world's most innovative juried art competition.

To learn more about GInI, visit the GInI website at www.gini.org.





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Tel: +1 877 276 7701 | Email: gini@gini.org | Web: www.gini.org