

Product Innovation Pipeline

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Innovation at scale isn't about having more ideas—it's about having a disciplined way to evaluate, prioritize, and execute the right ones. This pipeline connects your Idea Bank and Idea Brief tools to a structured development process so good ideas don't die and bad ideas don't drain resources.

Product / Business Unit

Date

Pipeline Owner

Pipeline Stages

Initiative / Idea	Stage (1-6)	Owner	Next Milestone	Risk / Blocker

Innovation Health Check

How many ideas entered the pipeline this quarter?

How many were killed before Stage 4 (Build)? This should be most of them.

How many reached Stage 5 (Measure) and delivered results?

Are we innovating in the right areas—or just the comfortable ones?