

PHASE GATE REVIEW TEMPLATE



These are guidelines for scorecard criteria. Depending on the goals of your product or project, you can move **Must Meet** criteria to **Should Meet**, as well as add criteria tailored for your organization.

MUST MEET CRITERIA	YES or NO	COMMENTS
Strategic alignment (fits organization or business unit's strategy)		
Reasonable likelihood of technical feasibility		
Meets regulatory and legal policies		
Positive VOI (Value on Investment)		
Positive ROI (Return on Investment)		
Positive Return vs. Risk		

SHOULD MEET CRITERIA	SCORE 1-10	COMMENTS
STRATEGIC		
Product/Project fits with business unit / enterprise strategy		
Product leverages core competencies		
Marketing synergies		
Technologies synergies		
Manufacturing/processing synergies		
PRODUCT / SERVICE ADVANTAGE		
Product provides unique benefits		
Product effectively meets customer needs		
Product provides value for money		

MARKET ATTRACTIVENESS		
Market provides growth opportunities		
Product gives company a competitive advantage		
Product meets existing market need		
Market need can be easily developed		
TECHNICAL FEASIBILITY		
Product is technically feasible		
Needed knowledge and expertise are available or can be easily acquired		
Technical risk can be managed		
RISK		
Risk can be managed		
Uncertainty level		
Newness of market and technology		
RETURN		
Return on investment is strong relative to risk		
Overall profitability is satisfactory		
Ability to reach sales forecasts, target price and target cost		
Risk / reward ratio		
REGULATORY		
Product meets environmental, health, safety and legal policies		

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