Rubric for the evaluation of differential and innovative aspects from a producto under development

Level 3 proficiency indicator of Key Skill 04: Analysing the value of innovation

	Lower ◄ **Level of innovation** ► Higher			
Element	**Obsolete**	**Well-established**	**Original**	**Revolutionary***
The concept or idea in which the product under development is based…	Has existed for decades. It is known by the non-specialist public and it has suffered multiple modifications and optimisations from its invention.	Is acknowledged by popular culture (mass media, literature…) as a benchmark, with strong technical and scientific evidence supporting its effects and results.	Is often discussed in specialised circles of the sector as a promising element. Also, its utility, viability and safety has been tested and verified.	Has been strictly mentioned in very specialised scientific literature or congress. There are only few prototypes of the product in the world, if any.
To what extent will the product result a novelty?	Few businesses or companies both in the branch and in the geographical roundabouts already produce and commercialise the product.	It is a renowned standard in its industry and some variants have recently appeared, while regionally there are no competitors developing it.	A manufacturer or supplier known for investing in R&D has advertised an article with manifest similarities, but the details remain vague and unspecific.	The product will lead to meaningful changes in the sector. Its implementation in the market will enable cost reduction and will increase competitiveness.
Does the product meet a current or future need in society?	Nowadays there are various ways of addressing the need. Less efficient and less safe techniques have been discarded and refined over the years.	Devices with a similar function do exist on the market, but their contraindications or drawbacks still admit room for improvement.	The need is currently addressed through one or two main approaches. However, diverse segments of society call for alternatives.	In the absence of a clear remedy, some solutions circumvent or compensate the problem. Still, a direct strategy focused on the need is missing.**

*It is noteworthy that this should be considered the highest viable level of innovation. Most likely, other more ground-breaking, lab-bench concepts will lack of robust evidence supporting their practicality, thus resulting on an excessive development risk.

**As an example of this level of innovation, consider the case of organ and tissue transplantation. For most cases, it is still the only medical solution to the corresponding pathology, albeit the need demands a source for functional organs that is not based on self or allogenic (other person) transplants.