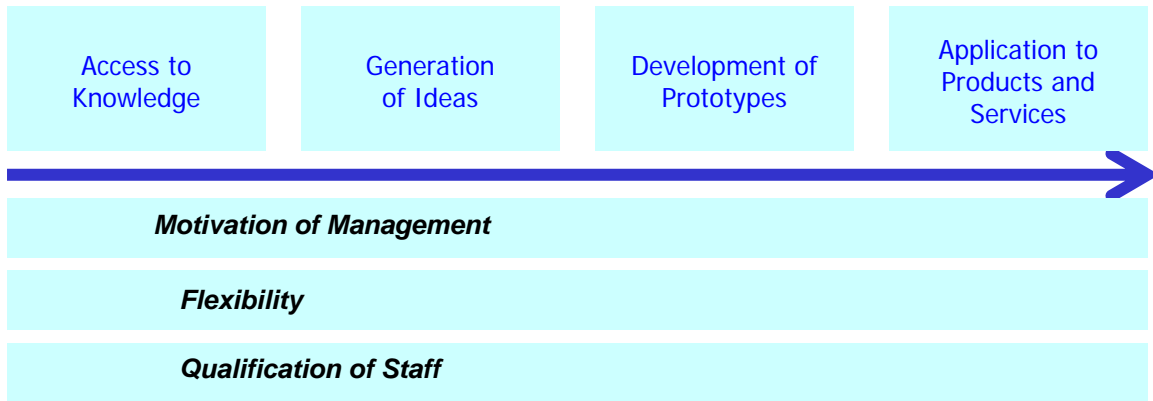


Innovation is conceived as a permanent process that develops through four successive phases

- Access to Knowledge
- Generation of Ideas
- Development of Prototypes
- Application to Products and Services



In accordance with this scheme, the key elements to be considered in the innovation process of a company are the following:



The following questionnaire is designed to obtain a diagnostic about the situation of each key innovation element within a company. It should therefore be answered by persons from the management of the company that are involved with the different elements.

The questionnaire contains 11 Sections, one for each key element, and each Section includes 5 Questions. Four alternatives are presented to each question, in ascending order of innovation performance. For each Question of each Section, the person answering the questionnaire must mark the position he/she believes is more representative of the situation of the company by moving the cursor along the alternatives and stopping it at the selected position. This provides a continuous score from 0 to 4.

If a Question is considered as not applicable, the cursor must be moved to the left end position (a value of 0).