

---

# SIRIM STANDARD

---



**SIRIM 14:2017**

ICS: 03.100.40; 03.100.50

## **Implementing innovation - A stepwise approach**

**SIRIM Berhad**

© Copyright 2017

## **SIRIM STANDARD**

SIRIM Berhad is a premier total solutions provider in quality and technology innovations that helps industries and businesses to compete better through every step of the business value chain.

SIRIM Berhad is the centre of excellence in standardisation, facilitating industries and businesses in enhancing their production and competitiveness, protecting consumers' health and safety, and giving them the choice for quality products and services.

As a standards development organisation, SIRIM Berhad has extensive expertise in standards research and consultancy which helps industries and businesses to meet local and international requirements and practices, through the development of SIRIM Standards.

SIRIM Standards are developed according to SIRIM standardisation procedures, which are in line with international practices that ensure appropriate notification of work programmes and participation of interested parties. SIRIM Standards are developed through consensus by committees, which consist of experts in the subject matter. The use of SIRIM Standards is voluntary, and it is open for adoption by regulators, government agencies, associations, industries, professional bodies, etc.

For further information on SIRIM Standards, please contact:

Standards Department  
SIRIM STS Sdn Bhd  
(Company No. 448249 - A)  
1, Persiaran Dato' Menteri  
Section 2, P.O. Box 7035  
40700 Shah Alam  
Selangor Darul Ehsan  
MALAYSIA

Tel: 60 3 5544 6314/6909  
Fax: 60 3 5510 8830  
Email: [stdsd@sirim.my](mailto:stdsd@sirim.my)  
<http://www.sirimsts.my>

## Contents

	<b>Page</b>
Foreword.....	ii
0 Introduction .....	1
1 Scope .....	3
2 Normative references .....	3
3 Terms and definitions .....	3
4 Implementing an innovation project .....	4
4.1 General .....	4
4.2 Step 1: Explore potentials and opportunities.....	5
4.3 Step 2: Ideas and experiments management.....	7
4.4 Step 3: Development of innovation projects.....	10
4.5 Step 4: Protection and exploitation of IP (optional) .....	13
4.6 Step 5: Innovation outcome (commercialisation) .....	14
5 Innovation measurement .....	15
6 Improving innovation activities .....	16
Annex A Spectrum of newness .....	18
Annex B Schematic representation of the innovation process .....	19
Annex C Suggested criteria for the selection and evaluation of ideas .....	21
Bibliography .....	23

## **SIRIM 14:2017**

### **Foreword**

This SIRIM Standard was developed by the Project Committee on Innovation established by SIRIM Berhad.

This standard was developed with the aim of defining a step-by-step guidance in the planning, establishing, implementing and monitoring of innovation projects in any types of organisation, regardless of its size.

This standard will be subjected to review to reflect current needs and conditions. Users and other interested parties may submit comments on the contents of this standard for consideration into future versions.

The content inside the boxed text of this document is adopted from SIRIM 8: 2016, *Guidance towards becoming an innovative organisation* and the text outside the boxes has been originated by the same Project Committee to be applied in the context of the current text.

Compliance with this standard does not by itself grant immunity from legal obligations.