

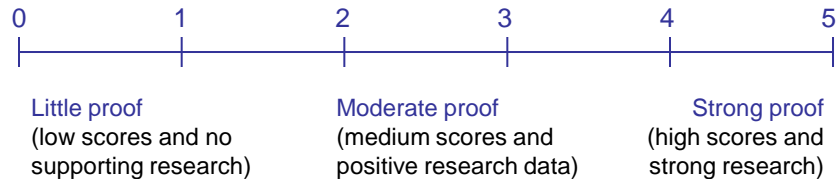
I-Box

#2: Unique and compelling solution

Project name:

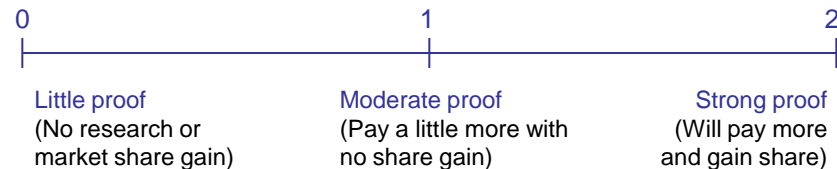
A) Compelling consumer solution (5 points)

Outline customer needs and related solution(s) which address these needs. (*Circle number*)



- Use 3 or 4 key bullet points to outline the customer needs and the related solution(s) which address these needs.
- How are these aligned with the top needs/attributes for the product category and brand e.g. cleanability etc? Does this align with the brand performance curve?
- Include evidence to prove that this is a compelling consumer solution e.g. VOC data, concept test scores, influencer network comments, habits/practices research ...
- What experiments were run to confirm the reaction of consumers?

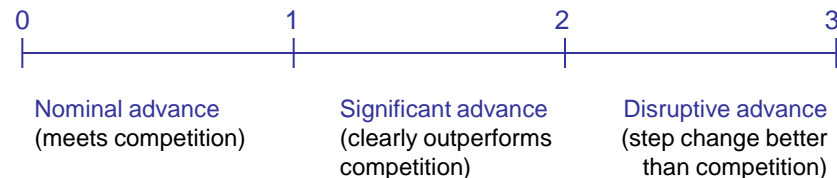
B) Willingness-to-pay or market share gain (2 points)



- Describe any pricing research or evidence that consumers are willing to pay more for this innovation over a comparative product – if so, how much more?
- If there is no gain in pricing, what is the expected gain in market share (%)?

C) Unique consumer value (3 points)

Outline differentiation from competition at time of launch (not today).

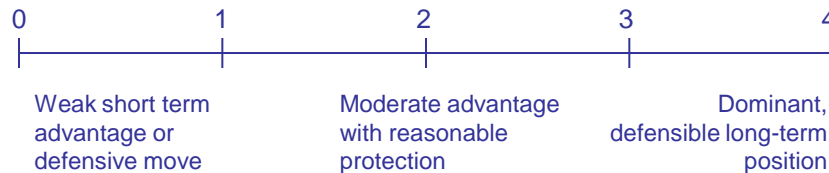


- Will any competitors in the region offer this solution at any price point or have a close alternative at the time of launch?
- How is this solution different from the competition?
- Would a consumer be able to understand the improvements?
- Would our trade partners be willing to displace a competitive product on the floor or add new floor space for this solution?

#3: Advantage and shareholder value

Project name:

D) Competitive Advantage or sustainable migration path (4 points)
(Circle number)



- How is this solution driving towards the 'dreamspace' for this category or business? Show the migration path (separate supporting page)
- How long will this solution have a competitive advantage? (1-year, 2-years, ...)
- Is there any IP to protect? Patents or IDS filed?
- Are there other reasons to believe that there is a sustained advantage e.g. partnerships, distribution network, planned cadence of innovation?

E) Differentiated Shareholder Value (6 points)

“Bigger projects are better”

Balance of Sale (%):

% of total branded product group

> 10%	2.0 points
> 7% to ≤ 10%	1.5 points
> 4% to ≤ 7%	1.0 points
≥ 1% to ≤ 4%	0.5 points
< 1%	0.0 points

“Must generate more margin”

EOP Lift (%):

% higher than regional, brand product family average (comparative base)

> 10%	2.0 points
> 5 % pts. to ≤ 10 % pts.	1.5 points
> 3 % pts. to ≤ 5 % pts.	1.0 points
≤ 3 % pts.	0.0 points

“Less capital higher return is better”

EVA/capital index:

EVA \$ divided by capital required \$

> 3.0	2.0 points
> 2.0 to ≤ 3.0	1.5 points
> 1.0 to ≤ 2.0	1.0 points
> 0.5 to ≤ 1.0	0.5 points
≤ 0.5	0.0 points

Annual net sales run-rate of project*:	(1)	In millions USD \$ \$-
	(2)	Regional, brand, product category family net sales: \$-
		% of total branded product family sales: \$-

EOP % (allocate): Region, Brand, Product Family EOP % avg.: EOP % Lift (Box 3 – Box 4):	(3)	EOP % %
	(4)	Region, Brand, Product Family EOP % avg.: %
		EOP % Lift (Box 3 – Box 4): %

EVA (\$ millions) Capital required (\$ millions) EVA/capital Index (Box 5 / Box 6):	(5)	In millions USD \$ \$-
	(6)	Capital required (\$ millions) \$-
		EVA/capital Index (Box 5 / Box 6): #

Note: EVA and capital for entire project (breakout of innovation optional). Use committed EVA