References

- Valuing ideas
- Four Key Ideas For Social Value Creation
- How To Evaluate Your Ideas Using A Value Hierarchy
- How to use design thinking in the UX design process
- How to Know Which Ideas Your Company Should Pursue
- Balancing on the Creative Highwire: Forecasting the Success of Novel Ideas in Organizations
- Idea Evaluation Matrix: Step-by-Step Guide
- How To Pick The Best Ideas After A Brainstorm
- The 4 Best Methods To Evaluate Ideas For Your Innovation Pipeline

For Further Reading / Watching:

- How To TEST ANY BUSINESS OR PRODUCT IDEA With REAL Customers → 3 Simple Steps
- 6 Steps to Discover Your Core Values
- How to Define Your Personal Values
- My Career Path, Carnegie Mellon University
- A Model Of Idea Evaluation and Selection for Product Innovation
- Innovation Management – The Ultimate Guide

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