**PwC’s Innovation Benchmark**

How do you measure up?

Are you more innovative than your competition? Do you know what leading innovators are doing differently?

Innovation is a major part of the competitive equation for 21st century business. The capacity to create value through the development of new customer experiences, products, services, technologies, processes, and business and delivery models is one of the keys to profitability, growth and survival.

PwC and Strategy& invite you to participate in PwC’s Innovation Benchmark service, a unique complimentary offer to uncover strategic innovation trends that impact your business and quantify performance improvement opportunities for your innovation engines.

**Who should participate?**

Business Unit Leaders and Senior Executives responsible for innovation strategies and innovation management to transform company products, services and business models.

**Why should you participate?**

In appreciation of your participation, you will receive a copy of the global study and a complimentary report of how your organization compares to others through PwC’s secure reporting portal. If you’ve opted into additional benchmarks, you’ll also receive these complimentary. Individual responses will be kept strictly confidential.

**How does it work?**

It starts with participating in a 15-minute Strategic Indicators survey designed to gauge the overall strength and strategic value of innovation in companies worldwide. You can choose to go further to measure your operational performance across any of the key areas such as Research and Development (R&D), R&D tax incentives, Corporate Venture Capital, Open Innovation, Incubation and Product Lifecycle Management.

**Are you interested in participating?**

The survey is open now. To participate, contact us directly or visit: [http://communication.pwc.com/innovationbenchmarksurvey](http://communication.pwc.com/innovationbenchmarksurvey)

Results will be available in early 2017.
PwC’s Innovation Benchmark
Covers major strategic and operational innovation topics

PwC’s Innovation Benchmark also goes deep into seven core operational modules to help participants uncover and quantify performance improvement opportunities that can improve their innovation engines.

- **Execution Excellence**
  - Pipeline management
  - Development strategy

- **Cost of Quality**
  - Quality management
  - Development efficiency

- **IT Enablement**
  - Systems integration
  - Internal and external collaboration

- **Practice Maturity**
  - Product management
  - Lifecycle processes

- **Qualified Expenses**
  - Levels and locations
  - Annual credit process

- **Tax Implications**
  - Impact on decisions
  - Challenges / opportunities

**Innovation Spend**

- **Financials**
- **Innovation Yield**

**Strategy**
- Inclusion criteria
- Funding methodology

- **Size and Structure**
  - Revenue and spend
  - Staffing levels

- **Size and Structure**
  - Legal structure
  - Fund size
  - Governance

- **Strategy**
  - Decision-making
  - Investment inputs

- **Strategy**
  - Partner usage
  - Governance

- **Innovation Yield**
  - Product yield
  - Revenue yield

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PwC’s Innovation Benchmark

Key participant deliverables

Participants get access to global and sector reports, plus quantified improvement opportunities and visibility into “traits of leaders”

Global and sector focused Strategic Indicators reports on innovation strategy

Quantified improvement opportunities, plus “traits of leaders” insights for all completed Strategic and Operational Indicators via PwC’s secure reporting portal

Reporting Portal Sample (shows metrics with participant vs. sector, plus “traits of leaders”)

Traits of Today’s Great Innovators

Want to learn more?
For a deeper discussion about PwC’s Innovation Benchmark services, contact our team:

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