competitors to enter market, develop an enabler product, develop core tech, reduce dependency on unreliable suppliers, prevent gov. regulation/intervention

- Checklist method – uses a list of questions to determine whether projects should be accepted to rejected
  - Easily used in different types of projects and across divisions/locations
  - Fails to recognize importance of a project to arg. and provide a fair equal comparison among other projects

- Multi-weighted Scoring Method – uses qualitative/quantitative weighted selection criteria to evaluate projects

### Applying a Selection Model

- Selecting a model
  - Factors such as researching new tech, public image, ethical position, protection of the environment, core competencies and strategic fit are crucial for selecting projects
  - Weighted scoring models are best alternative to meet needs above

- Sources and solicitation of project proposals