

# MATRIZ DE ANÁLISE DE IDEIAS

## Critérios

### Desejabilidade

Quanto mais impacto positivo, melhor.

### Possibilidade

Quanto menos tecnologia ou legislação, melhor.

### Viabilidade

Quanto menos recursos financeiros, melhor.

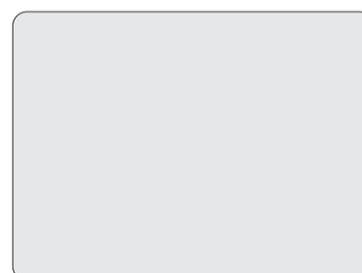
### Complexidade

Quanto menos complexa a implantação, melhor.

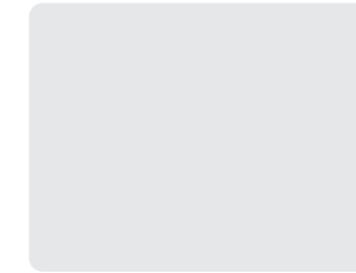
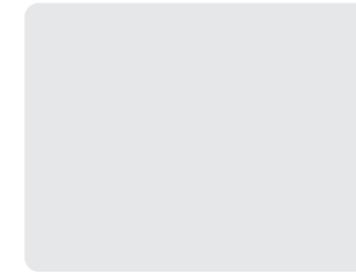
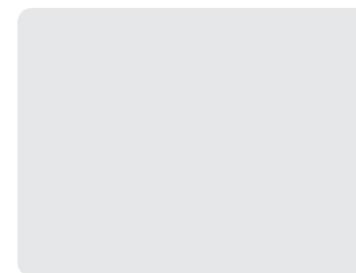
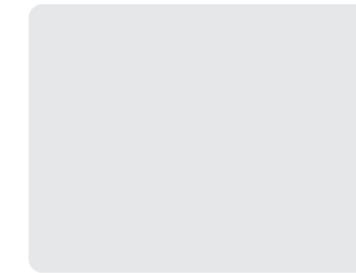
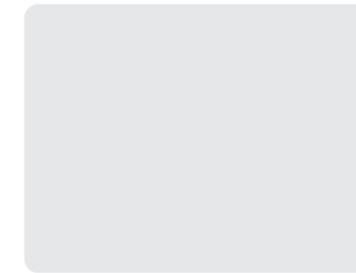
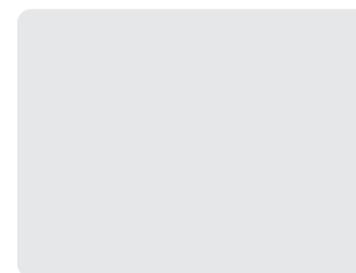
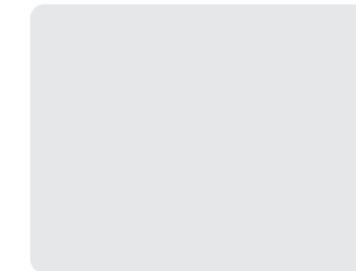
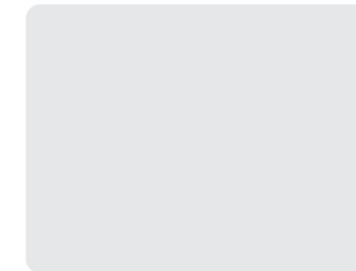
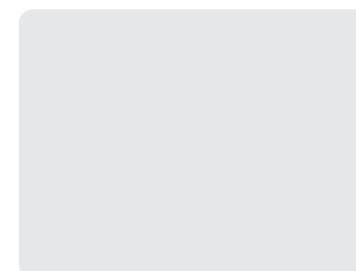
### Novidade

Quanto mais nova/disruptiva a ideia, melhor.

Critério ①



! Cada ideia só pode ficar num quadrante.



Critério ②

