

# Procedures Paper Transitioning Ideas into Products and Services

WEF committees and members develop proposals for **new** WEF products and services. This Procedures Paper outlines the requirements and processes for evaluating these proposals for suitability as WEF products or services.

Proposals should include product definition; analysis of market potential; and consistency with the goals of WEF's Strategic Plan.

### Step 1. Proposal Background Information

Provide background on the proposed product/service on the Product Proposal Form.

#### 1. Identify the Need

Identify the need that the product/service is intended to address. If the idea is originating with an individual rather than with a committee, a sponsoring committee should be identified.

#### 2. <u>Describe the Product or Service</u>

The product or service should be described in detail. The description should include specific detail on how the product/service will be distributed.

#### 3. Determine the Market

Identify the potential market. Explain whether the market is sustainable or a one-time market.

#### 4. Alignment with WEF's Strategic Goals

Link the product/service to WEF's Strategic Plan. Identify which goals of the Strategic Plan will be met through implementation of the proposal.

#### Step 2. Evaluating the Proposal

The completed Product Proposal Form will be sent to WEF for distribution and tracking of product/service proposals.

If the proposal originated with an individual rather than a committee, the form will be sent to the Committee Leadership Council for their determination for appropriate committee review of the idea. The committee will work with the individual and validate the idea, suggest modification or reject the idea with explanation.

If the idea originated with or has been reviewed and validated by a committee, it will be distributed concurrently as follows:

#### 1. Committee Leadership Council

The CLC, through its Focus Groups, will review for consistency with CLC goals; determine whether there is redundancy with existing products or services; identify other potential committee stakeholders.

#### 2. WEF Product Development Staff

WEF staff will work with the appropriate committees to develop an accurate estimation of product development and distribution costs. They will also evaluate the market information provided with the proposal and validate or modify the market potential. Staff will model the development and distribution expenses as well as revenue potential.

#### 3. WEF Board of Trustees

The Board of Trustees will review the proposal for consistency with WEF Strategic Plan. The BOT may table the idea or send back to the committee for further development.

## Step 3. Validating the Proposal

If the CLC supports the development of the product/service, a report from the WEF Product Development Staff will be sent to the Board of Trustees. The report will include the development and distribution model, budget and schedule, and marketing strategy.

Under normal circumstances, staff will provide a report with all evaluated and supported requests prior to the WEF budget development cycle so that the Board of Trustees can include appropriate funding in the normal budget approval cycle.

The Board of Trustees will review the report and establish a funding priority for all approved proposals.

### Step 4. Implementing the Proposal

The Board of Trustees will assign the CLC and WEF staff responsibility, as appropriate, for implementing the product or service. The product or service will be implemented in accordance with the schedule and budget established during the evaluation process. Each project will have a project manager who will be responsible for managing the implementation and communicating with other WEF staff, the CLC and the BOT.

WEF Marketing staff will implement a product marketing strategy which will include Member Association or other potential partners in product distribution.

The BOT will receive regular written updates on product development, distribution and revenue.

Approved by WEF Board of Trustees October 28, 2005

# Water Environment Federation Product/Service Proposal Form

This procedure is designed to evaluate proposals for products and services originating from committees or members. All proposals to develop WEF products or services must be submitted on this form. When the form has been completed, send to the attention of WEF Executive Director: WEF 601 Wythe Street, Alexandria VA 22314. email: <a href="mailto:smcdougall@wef.org">smcdougall@wef.org</a>.

Name of Product/ Service:	
Submitted By:	
Sponsoring Committee:	
Date Submitted:	
Identify the market need that the product/service is intended to address.	
Describe the product/service in detail, including how it will be distributed.	
Identify the potential market. Is the market sustainable or a one-time market?	
Identify which goals of the Strategic Plan will be met through implementation.	

# **Proposal Evaluation**

Committee Leadership Cou	ıncil Review	Yes	No	Con	ments
Is the proposal consistent with CLC					
Is there redundancy with other prod	ucts/services?				
Are there other committee stakehole	ders?				
Is more information needed?					
Additional Comments:					
WEF Product Development Staff Review				Data/Comment	s
Estimated Product/Service Develop	ment & Distribut	ion Costs			
Market Potential of Product/Service					
Warket Fotornial of Froduction vice	•				
Revenue Potential:					
Additional Comments:					
Validation					
Proposal Review Group	Support Proposal?		? 0	Comments	
Committee Leadership Council	Yes 🗆	No 🗆			
WEF Product Development Staff	Yes □	No 🗆			
WEF Board of Trustees	Yes □	No □			
Implementation					
Responsibility Matrix	As		Assigned to:		Date
Committee Leadership Council					
Committee					
WEF Staff					
Budget Authority		WEF Boa	EF Board of Trustees		