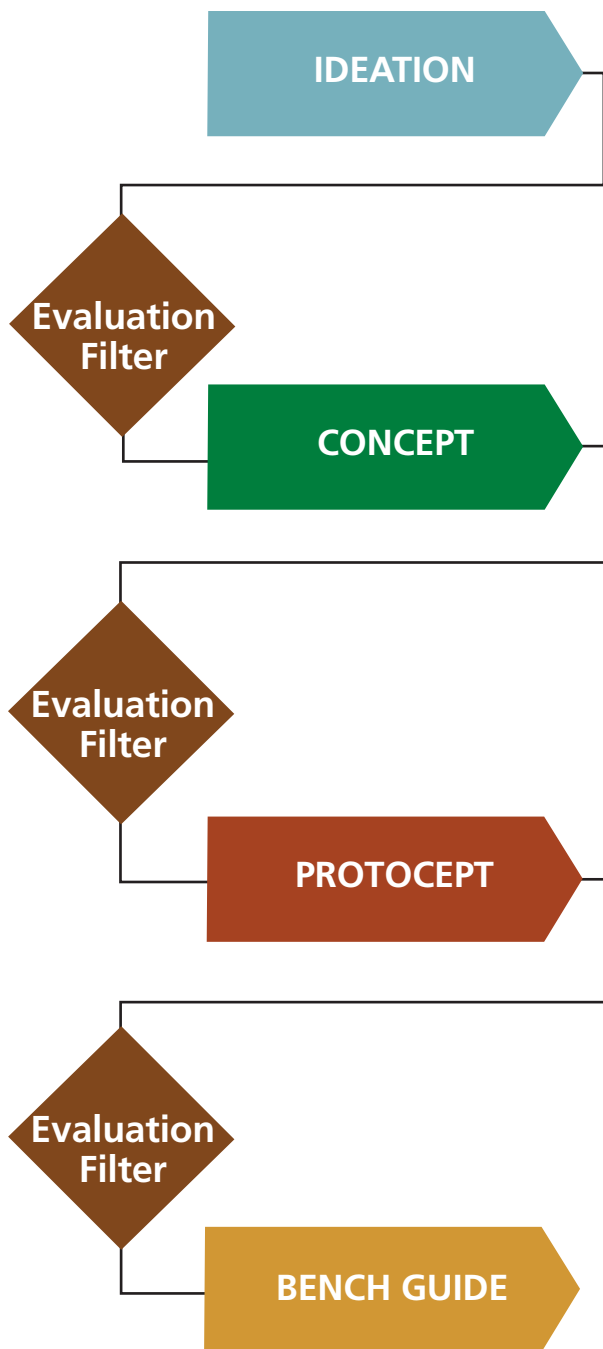


THE CIA STAGE-GATE PROCESS



Ideation Stage: Facilitated discussion and brainstorming. Ideas are captured in title-only descriptions and organized into categories. Ideas are then narrowed to survivors using a defined multi-vote evaluation process.

Concept Stage: Surviving ideas from stage one are given further consideration and details are “fleshed out” into one-paragraph descriptions and hand-drawn graphical representations. After discussion, the multi-vote process is used to narrow the number of concepts.

Protocept Stage: Surviving concepts are taken into the kitchen by the team members to execute edible mock-up representations. Following a tasting and visual evaluation, the final group of protocepts is selected. Evaluation commentary is captured, along with scores.

Bench Guide Stage: Top-scoring protocepts are further refined, tested, and photographed to generate a deck that becomes a working document for clients to move through their own proprietary bench-top process.