** Stage-gate process**

**Stages:**

* Stage 0: Idea discovery

In this stage you work on generating ideas to discover business opportunities and generate new ideas for a new product

* Stage 1: Scoping

Now you do a quick and inexpensive assessment in order to investigate your market opportunities. you can do this with a preliminary research.

* Stage 2: Build the business case

Afterwards, you do an intensive research for both market and technical requirements of your product and a business feasibility study. You can use several tools like surveys, focus groups and one to one interviews. This result in building your business case with its main components, product and project definition, project justification and project plan.

* Stage 3: Development

The previous plans are then divided into several actions. You start to map out the design and the development process of the new product, the manufacturing plan, the operations plan. The test plan is defined for the next stage.

* Stage 4: Testing and validation

In this stage you are trying to validate the entire process. You test the product quality, the customer acceptance and satisfaction, the profitability of the project and the success of the operations plan.

* Stage 5: Launch

Now your product is ready to launch. You start working on the commercialization and begin the whole process of production, marketing and selling your new product.

**Gates:**

* Gate 1: Initial screen
* Gate 2: Second screen
* Gate 3: Decision on business case
* Gate 4: Post- development review
* Gate 5: Pre-commercialization decision