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(54) Title: ANALYSIS OF BUSINESS INNOVATION POTENTIAL

(57) Abstract: A method of determining a business's innovation capability consists of using a computer and internet based system which has a questionnaire program to obtain answers relating to 6 foundation capabilities and 6 innovation capabilities which are weighted and transformed by an algorithm into a value index which is used by management to improve innovation performance and by management and investors to forecast future growth and profitability of the business.