

A9 · Go/No-Go Gate

THE INNOVATION CODEX TOOLKIT

Make a formal, evidence-based launch decision using criteria agreed before the results arrive.

Agree the thresholds before the results are known. A failed criterion defaults to hold or stop, not scale.

Dimension	Threshold (preagreed)	Observed Result	Pass / Fail
Adoption			
Customer experience			
Technical			
Business			

Decision

Scale Hold Stop

Rationale and any documented exception

Only a documented, owned exception with a defined retest justifies scaling past a missed threshold.

Owner

Next Review (date)

Decision rule. A failed criterion defaults to hold or stop, not scale. An undocumented override is how zombie projects survive.