

# Let's Bring Your Product to Market Successfully

## ✉ Product Market

- Does Your Product Solve a Problem?
- Is the Product the First of its Kind in the Market?
- What is Your Product Made Of? Is it of Great Quality and Reliable Functionality?
- Does Your Product have a Higher Relative Product Quality?

## ✉ Research Requirements

- Who are your competitors?
- What are their strengths and weaknesses?
- Does your product meet the customers' needs better than competitive products?
- Does your product off unique features not available on competitive products?
- Is there a growing demand in the products market?
- Is there any patent, copyrights and trademark requirements?

## ✉ Marketing Requirements

- Who is your customer?
- What are their wants/needs?
- How much will your customer pay for this product?
- Does your product reduce your customers total cost, creating value?

## ✉ Business Strategy

- Do you want to manufacture and sell this product or license it?
- How are you planning on selling the product?
- How many do you expect to sell in a year?
- How will you fund the development, manufacturing and marketing of this product?
- Can the product be made at a price that allows profit for all stakeholders?

## ✉ Engage

- Have you gotten feedback from your friends, family or network on your product?
- Have you thought about the questions about and have your documents ready?
- Are you ready to contact us?