

## 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 and needs?
- How much will your customer pay for this product?
- Does your products 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?

## 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?