

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?