Product Development

What is the name of your product?

Period:

Group Members:

1.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

2.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

3.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

4.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

What does it look like?

Draw it below. (yes, seriously get out a pencil and draw.)

Who is it market? What demographic group would be most interested in purchasing it?

What about it makes that demographic interested in it?

What would it cost?

Where can people buy it?

What does it add to their life that makes them want to buy it?

Ideas for commercial: (brainstorm below, and be prepared to share with the class)