

# PRODUCT PROTOTYPE

## KEY QUESTIONS

The following check list will make sure your prototype gets you answers to important questions. Everyone's situation is always a little bit different, so it is best to customize the questions for your particular needs. You're not trying to make a profit selling the prototype, you want to get answers to important questions.

KEY QUESTIONS TO ANSWER	I HAVE THE ANSWER
Is there a target customer who wants this product?	
What do they like about the product?	
Would they buy it? Why?	
What price do you think they will pay?	
Is there a repeat sales potential?	
What size do customers say it should be?	
How do customers want it packaged?	
Where do they buy similar products?	
What do I see as the competitive advantage?	
We can validate the market size & customer base?	
What is the best market channel to the target customer?	
Can we have access to those customer channels?	
What are the potential risks?	
It has good profit potential?	
<b>TOTAL YOUR SCORE</b>	

