Your Product Evaluation Checklist

1. Does Your Product Solve a Problem People Care About?

2. Do You Know How You Will Sell Your Product?

3. Does Your Product Fit Into an Existing Product Category?

4. Does Your Product Offer A Good Value?

5. Can You Get Intellectual Property to Protect Your Product?

6. Are Your Profit Margins High Enough to Be Profitable?

7. Can You Make A Prototype to Test for Safety and Function?

8. Is Your Product Consumable or A One-Time Purchase?

9. Can Your Product Be Easily Manufactured?

10. Does Your Packaging Communicate Features and Benefits?

11. Can You Measure Your Product's True Sales Potential?

12. Are You Fully Committed to Marketing Your Product?