

Defining your idea

I – How will your product/service capture the interest of consumers?

D – Differentiation. What will you be doing differently to your competitors? List at least TWO major points of differentiation.

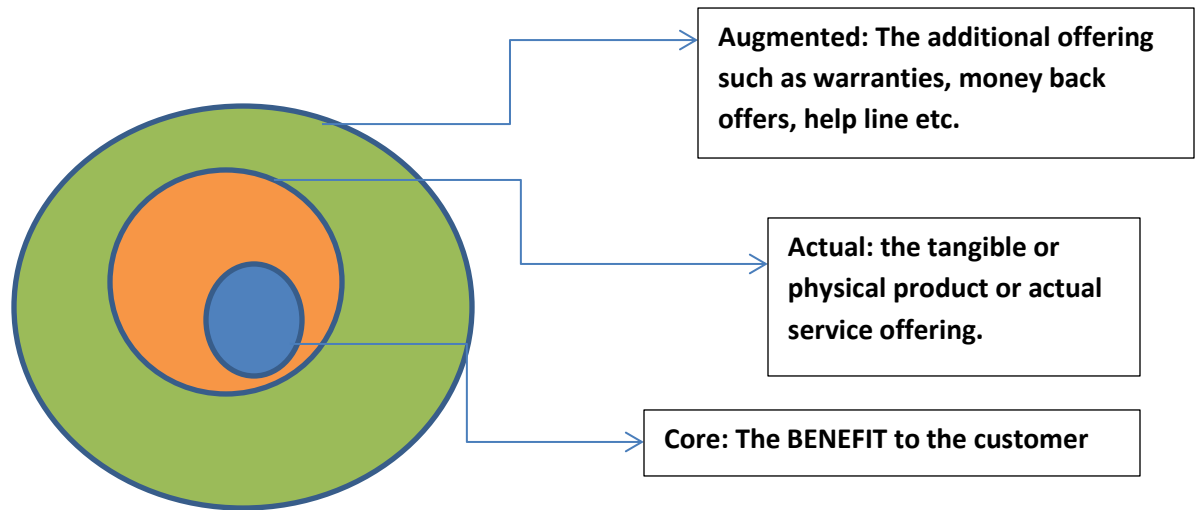
E- What is your level of expertise or experience?

If little to none how do you intend to get it? Who will provide it?

Remember you can always get more expertise and experience.

A – How is your product or service applicable to your consumer's life? What will it do for them?

Three Parts of your Product or Service



List the Three Part of Your Product/service

1. Core: what are at least two benefits your product/service provides?

2. Actual/Formal: What is the physical product or what is your service offering?

3. List at least TWO augmented offerings you will provide.
