

New Product Questionnaire

Bucknell University Small Business Development Center // Engineering Development Services

↓ gray area info by SBDC Business consultant ↓

Client name	SBDC Business Consultant
Company Name	SBDC Business Consultant email:
Date	Client WebCATS I.D.

1. Describe the new product (attach product literature, drawing, or photos as needed)

2. What problem does this product solve?

3. How does it solve that problem?

4. What is your target market and who are your primary customers?

5. What competitive products or methods are currently available? (note your customers' options, including "doing nothing" as an alternative to buying your product)

6. What are your product's strengths and weaknesses compared to the competition?

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7. List the Features and Benefits of your product (be prepared to answer the question "Why?" for each of these features!)

Feature

Benefit

8. Will your company produce this product or license to another firm?

9. Can the product be manufactured with existing processes and materials? What are they?

10. What are the expected manufacturing costs?

11. What is the target retail price and how have you determined it?

12. Has any patent research been performed? (attach findings if any)

13. What initial capital requirements do you have and how have you determined them?