
DonDebelak.com
Product Evaluation Information Form

Inventor Information

Inventor / Product Entrepreneur's Name: _____

Company Name (if applicable): _____

Address: _____

Phone Number: _____

Cell Number: _____

Email: _____

Product Status

Check what steps you've taken with you product. _____ Obtained patent # _____

_____ have a product idea _____ preliminary drawings _____ created initial model

_____ developed prototype _____ applied for or have patent

_____ sold product on a limited basis _____ have had product in the market

Product Information

Product Name: _____

Product Description: _____

Explain why you feel your invention is important: _____

Product Information Form – Engineering Products

Describe the reason or situation that occurred that encouraged you to come up with your idea. Examples would be a situation at work or at home, or while doing an activity like watching children or going on a backpacking trip.

List the important product features:

- | | |
|----------|----------|
| 1. _____ | 4. _____ |
| 2. _____ | 5. _____ |
| 3. _____ | 6. _____ |

List other product features:

- | | |
|----------------------|----------------------|
| 1. _____ Price _____ | 4. _____ Price _____ |
| 2. _____ Price _____ | 5. _____ Price _____ |
| 3. _____ Price _____ | 6. _____ Price _____ |

Who do you expect to buy the product? _____

What is your target retail price? _____

In what locations, or by whom do you expect the product to be sold? _____

Explain what market research, if any you've done to date: _____

Product Information Form – Engineering Products

What were your results _____

List competitive products

1. _____ 4. _____

2. _____ 5. _____

3. _____ 6. _____

Explain how your product is better than competitors _____

Explain the need or desire the product is meeting: _____

Explain the most important benefit the user will receive: _____

Explain what you feel is wrong or inadequate with the products on the market today: _____

Product Information Form – Engineering Products

Who is the ideal target customer of your product, who is most likely to buy: _____

What distribution channel do you expect the product to sell through? _____

Explain any other information that might be important to know: _____

If you have additional information, patents, pictures, flyers or other information please send it along with your Product Evaluation Contract to:

DonDebelak.com
PO Box 120861
New Brighton, MN 55112