
DonDebelak.com
Risk Free Project Information Form

Entrepreneur Information

Entrepreneur's Name: _____

Company Name (if applicable): _____

Address: _____

Phone Number: _____

Cell Number: _____

Email: _____

Your Concept – Description _____

Status

Check what steps you've taken with you concept.

If a product

_____ Obtained patent # _____

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

_____ developed prototype _____ applied for patent _____ a product flyer or literature

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

If a concept

_____ Concept idea _____ have tried to sell on my own _____ have sold successfully
_____ have interested marketing company _____ have interested supplier company
_____ have other interested companies. Please explain: _____

Concept Information

Product/Concept Name: _____

Explain why you feel your concept is important: _____

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. _____
- 2. _____
- 4. _____
- 5. _____

3. _____ 6. _____

Who do you expect to buy the product or concept? _____

What is your target price? _____

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

What were your results: _____

List competitive products / concepts

1. _____ 4. _____

2. _____ 5. _____

3. _____ 6. _____

Explain how your product / concept is better than competitors': _____

Explain the need or desire the product / concept is meeting: _____

Risk Free Information Form

Explain the most important benefit the user will receive: _____

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

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

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 material to

DSD Marketing
PO Box 120861
New Brighton, MN 55112