

Client Questionnaire

To help me fully understand your project and expectations, please provide the following general information:

<p>Your Business</p>	<p>Briefly describe your company and how this new product fits into it's future plans? Who in your organisation will be involved in this product development program?</p>
<p>Project Background</p>	<p>How and by whom was the idea first conceived? Have any previous efforts been made to develop the product?</p>
<p>The Product</p>	<p>Describe your new product idea, it's unique selling points and potential applications? Have you established any critical price and quantity targets that you hope to achieve?</p>
<p>Core Technology</p>	<p>What (if any) is the core technology used in the product? What is the current state of development of this technology?</p>
<p>Intellectual Property</p>	<p>Has the product been protected by means of a patent, design registration etc? Who owns the intellectual property rights to this innovation?</p>
<p>Project Funding</p>	<p>Will you be self-funding this project, or is third-party investment needed? If using external investment, what is the status of your application for funds?</p>
<p>The Competition</p>	<p>Who are your main competitors, and why is your product better than theirs? What is the status of their products within the market, and how will you compete?</p>
<p>Target Market</p>	<p>Who are your target customers and how big is the potential market? Who will you target first, and have initial contacts been made?</p>
<p>Marketing Strategy</p>	<p>How do you propose introducing and promoting your product into the target market? What other possible strategies are being considered?</p>
<p>Strategic Alliances</p>	<p>Identify any relationships that are critical to the future viability of the product (e.g. a customer who has agreed to exclusively trial the product)?</p>
<p>Beyond Development</p>	<p>What expectations do you have once the product development is complete and the market is established (e.g. sell the product rights for a lump sum, negotiate a licensing deal with royalties, or to manufacture and sell the product yourself)?</p>

All information will be held in the strictest confidence, as stated in our confidentiality agreement.