

GOT IT ACROSS?
CHECKLIST FOR PRESENTING A PRODUCT IDEA

What's coming across?

Qualities of the Presenter			
Honest			
Salesperson			
Realistic			
Good judgment			
Estimating ability			
Available			
Persistent in the face of:			
<i>Setbacks</i>			
<i>Discouragement</i>			
<i>Endless urgent details</i>			
<i>Numerous distractions</i>			
Capable, skilled in areas relevant to everything that needs to get done.			

Who's on the Team?			

Are the members of the team:			
Available?			
Reliable (&tc., above)?			
Together have all the skills and credentials for the next stage?			
Can get along and work well together & be managed.			

The market			
Who wants & needs what the product can do for them?			
How can they be made aware of what the product can do for them?			
How much can they be convinced to pay for it?			

How can they be convinced?			
Who all is already is selling something to these people to meet this need?			
Which of those could be a partner?			
Which will be competitors?			
How does the product get to customers?			
Product support: warranty, service, installation, accessories?			
Is there any special business model or approach that would give some advantage?			

Your plan			
Steps to take			
When to take them			
What resource\$ needed for each step			
How long each step will take & which have to be done before others can start			
What each step will produce: designs, document, data			
What to do if certain unexpected, but foreseeable things happen			

The Product			
Works			
Is safe			
Is durable			
Is appealing			
Can be manufactured reliably			
...at a low enough cost			
Is not an automatic turnip peeler			