



## Inventors Checklist for GRIN Product Review

Congratulations on considering a Product Review at GRIN ! Below is a list of items that we recommend you give some thought in your planning. Our Product Reviews are casual and comfortable. If you have not addressed all of these, it is okay but maybe it can be of some help in your undertaking and act as a guide for you in preparing for your Product Review. We've found that focusing on specific areas is the most productive and multiple Product Reviews are welcomed! Good luck with your planning !

- I. What is your idea?
- II. Do you have a concise Elevator Pitch?
- III. What problem does your product or service solve?
- IV. What makes it Special?
- V. Who are your competitors?
- VI. What is the market for your idea? Have you done market research?
- VII. What are you hoping to gain from the product review?
- VIII. Where are you in the product life cycle?
  - a. Concept....sketches, drawings, blueprints?
  - b. Prototype....early, functional, pre-production?
- IX. Do you have a Business Plan started or completed?
- X. What are your constraints – where do you need help?
  - a. Engineering and/or Design
  - b. Administrative - Business Plan, entity type, insurance, labor
  - c. Operations
  - d. Sales & Marketing (research, advertising, targets, promotion)
  - e. Prototyping
  - f. Production, Manufacturing, Sourcing
  - g. Funding – Capital expenditures (R&D, tooling, working capital, marketing)
  - h. Financials - Accounting, Pro Forma (projections)
  - i. Licensing and Partnerships
  - j. Legal and/or Intellectual Property (IP)
  - k. Packaging
- XI. How can GRIN help you?