

	Question Text	Help Text
Question 1	What is the target market and need?	<ol style="list-style-type: none"> <li>1. What is the target market and who are the target customers?</li> <li>2. How broad or narrow is the target market?</li> <li>3. What are is the primary application?</li> <li>4. Are the target customers existing or new customers?</li> <li>5. What existing or unmet needs does this product address?</li> <li>6. What market or technology trends could impact the need for this product?</li> </ol>
Question 2	What is the proposed product?	<ol style="list-style-type: none"> <li>1. What is the product being proposed?</li> <li>2. What is the concept(s) for implementing the product?</li> <li>3. What is the physical envelope/form factor?</li> <li>4. What are the key capabilities and characteristics on which the viability of the product is based?</li> </ol>
Question 3	Can we do it?	<ol style="list-style-type: none"> <li>1. What new technologies or capabilities are required?</li> <li>2. Do we have access to these technologies/ capabilities or do they need to be developed or acquired?</li> <li>3. Are there any patent issues?</li> <li>4. Will we be able to acquire any needed intellectual property?</li> <li>5. Are we able to meet the performance &amp; cost targets?</li> <li>6. Do we have the necessary marketing channels?</li> <li>7. Do we have the manufacturing capacity &amp; capability?</li> <li>8. What are the key risks?</li> <li>9. What is the level of uncertainty in the development time?</li> </ol>
Question 4	Can we win?	<ol style="list-style-type: none"> <li>1. What is the value proposition with this product?</li> <li>2. What is the product's competitive advantage? Why will the customer buy this product over existing / competitive products</li> <li>3. What is the strategic emphasis/marketing message with this product - cost, performance/capability, flexibility, responsiveness, service, quality/reliability, etc?</li> <li>4. Will we be able to achieve the target price/cost?</li> <li>5. What response would we expect from the competitors?</li> <li>6. What is the window of opportunity? Why?</li> </ol>
Question 5	Is it worth it?	<ol style="list-style-type: none"> <li>1. What is the available market size and what market share can we achieve?</li> <li>2. What is the projected sales volume and profit?</li> <li>3. How attractive is the return on investment?</li> <li>4. What impact would this product have on the sales of existing products?</li> <li>5. How does this product support our future product strategy and long term goals?</li> <li>6. How does the financial and strategic value of this project compare to other projects?</li> <li>7. Do the benefits justify the risks?</li> </ol>
Question 6	How will we do it?	<ol style="list-style-type: none"> <li>1. What are the major tasks?</li> <li>2. How long will this product take to develop?</li> <li>3. Can we afford this project?</li> <li>4. Would the project utilize existing in-house resources, contractors or new hires?</li> <li>5. Are there key personnel that are critical to the success of this project? Are they available?</li> <li>6. Will we need to hire/contract critical skills or experience?</li> <li>7. Are there key suppliers or subcontractors that will be critical to the success of this project? Would this project have an impact on other projects?</li> <li>8. Who would be potential partners (customers, suppliers, 3rd party developers)?</li> <li>9. What is the strategy for reducing the risks?</li> </ol>