**Group Members:**



**Product:**

**Description:**

***What is its purpose?***

***What does it do? How does it do this?***

***Is there a need for your product?***

***Does anything like this already exist on the market? Where? How much does it cost?***

***What makes your product different from your competitors? What do they currently charge for the product?***

***What would you charge for your product? Why?***

***Who would your target audience (the people you want to purchase it) be?***