Key factors to make a new consumer product successful in today's market

1) Functionality that appeals to a specific target demographic, such as Young Adults, middle age or older

2) Differentiation from current products

3) Follow currently used pricing and platforms modes, such as SAAS, subscription paid per period, easy to cancel or resume, or a hybrid of a fixed cost plus subscription to cover updates, hosting of data or other areas, striking the right balance between affordability and perceived value.

4) Make product discoverable via social media, which would also serve as a lead to purchase products. Well written and produced explainers can be found by thousands if done right, without having to work with influencers, though these can be of significant value but costly.

Another method is to use Crowdfunding to get a number of users to support the development, and future acceptance of the product

5) Product should be scalable with a reliable supply chain

6) Product should be easily distributable specially if sold directly to consumers, and logistics for timely delivery

7) Product should offer a path for future upgrades, offering the consumer the possibility to continue to enjoy the product over time

8) Customer support needs to be a part of the product roadmap and communicated alongside the benefits the product provides to foster trust

9) Extensibility to existing platforms, devices, and ecosystems.

10) Strong API and third-party integration capabilities

Biggest challenges

1) Ability to deliver a bug free product

2) Marketing product effectively

3) Not having access to capital in a timely manner. Founders should have funding fully secured for the realistic cost of the product, selling, distributing and other key expenses

4) Control of expenses. Many startups have excessive expenditures on high priced rent, perks, as well as high payroll costs upfront, leading to having to shutter the business due to running out of money

5) Not knowing about the possible regulatory and/or compliance regulations and factoring these into the product

6) Awareness of the challenges of scaling complex tech processes and systems and the impact on the product

7) How to manage scalability constraints by realistic budget and resource planning, as well as the implementation of smart financial strategies via continuous review and adjustment of scalability plans

Branding and positioning, type of messaging would resonate with consumers

1) Branding and positioning are definitely very important but prior to incurring large expenses the product needs to be thoroughly tested by real users

2) Emphasize how the product promotes responsible drinking and enhances safety: Messaging around social responsibility, as well as self preservation from accident, causing harm to others, legal consequences

3) User experience and design

4) Data privacy and security should be emphasized due to the sensitivity of the data

Type of business model

Options A) One time purchase B) Subscription based C) Other
Select Other, as it should be a hybrid

Approach to getting early adopters to use product. Would partnerships with bars, influencers, or health organizations make sense?

1) Getting the endorsement of police and parent associations, health organizations and influencers would be a first choice. While bars might sound like a good option their reach is limited and would require lots of resources

Best strategy to ensure people actually use the product long-term, rather than abandoning it after a few uses

1) As the proposed method is a smart watch it should be an easy product to use on demand

2) Emphasizing privacy and security would also encourage use since data would be protected by choices made by the users, such as not to store results, etc.

3) Provide ongoing support and education, including treatment and counseling through organizations

4) Implement push notifications or email reminders to prompt users to return to the product

5) Create habit-forming features that encourage regular use

6) Building a user community to share experiences and tips

7) Incorporate gamification elements such as progress bars, badges, or streaks, as well as non-monetary rewards for using the product

If this product were to succeed, what habits and behaviors do you think would need to influence in consumers?

1) Responsibility, not only for themselves but friends who want to drive impaired, perhaps via their personal device, but later through an accessory device

First target market upon launch: College students, professionals, festival goers, etc. and why

1) Both Young people and people of any age who own smart watches are ideal

Is there potential for B2B partnerships, like selling to bars event organizers or health & wellness companies

1) If the product is successful partnerships will follow organically, however bars, event organizers and wellness companies are challenging to become distributors due to the upfront expense.

Potential for expanding this technology into other health and wellness areas?

1) If the product is successful partnerships will follow organically, however bars, event organizers and wellness companies are challenging to become distributors due to the upfront expense.

Top three things to focus on first

See answer to number 1

Major red flags and risks with this business idea

1) Accuracy and reliability issues, including false positives and negatives, interference, calibration

2) Legal challenges against user

3) Legal challenges for the product maker, such as when the product has issues related to accuracy and reliability, and regulatory challenges for this type of product like the FDA Device, a very complex and expensive process

4) Product liability issues. Companies developing alcohol measurement technology could face liability issues

5) Safety concerns: If the technology is used to make decisions about an individual's fitness to drive or work, any errors could lead to accidents and subsequent lawsuits.

6) Consumer protection: Inaccurate readings could be seen as a form of false advertising or misrepresentation, potentially leading to consumer protection lawsuits.

7) Ineffective Execution of product

8) Lack of adoption

9) Incomplete market research

Features and innovations that would make this product more appealing

Definitely the incorporation of AI