Executive Summary

Problem Statement

Our team recently received feedback from customers in a self-responding poll reporting that they frequently leave their windows open and would like a solution to prevent water damage. The majority responded positively to our proposed product line, and among the price ranges provided, the majority favored a product that would cost no more than $200. Developing the Window Weather Monitor 30K is appropriate in today's market to satisfy this customer demand and increase our existing product lines.

Proposed Solution

The current market ranges up to $300, with most products priced in the $100 to $200 range. Our price point is expected to be $149. To satisfy both customer concerns and allow the company a competitive advantage, our product can offer:

* Sound-based alerts that will attract attention
* Sensors that will monitor for rain conditions and temperature
* A water-resistant enclosure to protect internal electronics
* A display that can report temperature

Final Thoughts and Next Steps

Our product stands out among market competitors because of the portability and more sensors.