

Appendix 2.2

PRODUCT AND SERVICE IDEA RESEARCH FORM

INSTRUCTIONS

When a company comes up with a product or service idea, it is important to research it before they commit to spending money or using valuable resources.

You and your team should now check that you're ready to move to the next step.

List the name of your product or service and describe the need it would fill for your customer:

Product or Service: **Life Plant (Fertilizer)**

Need: **A fertilizer that maintains the life of a plant. This is needed because plants are dying every year, causing climate change to get even worse as plants cannot produce oxygen as much and carbon dioxide is unable to be contained.**

1. IS IT LEGAL?

- Is it safe? *(to drink)*
- Are there any laws that limit or prohibit the sale of this item?
- Is the product name or business name already trademarked (if names have been decided)?
- Are there any other legal considerations? *do not pour 1 gallon on skin, eyes, or lungs average per gardener's plant and garners*

2. ARE WE SURE?

- Are there customers who want or need our product or service? *gardeners plant and garners*
- Are there customers who can afford and will pay for our product at a price high enough to make a reasonable profit? *gardeners and farmers. other people in general, too.*

3. COMPETITORS

Who are our competitors? **vitax, west land, growmore**

What makes us different? **more effective and cheaper**

Why would a customer choose us over our competitors? **we're cheaper and work just as well / works better.**



4. WHAT RESOURCES DO WE HAVE AND WHAT RESOURCES DO WE NEED?

(Remember these are approximate at this point)

RESOURCES	HAVE NOW	NEED TO GET FOR SUCCESS
Human resources – People with the right skills	Rafael (creates) Samuel (supplier) Danyal (supplier)	
Production and distribution resources – equipment to make the product, buy in the product or materials to deliver the service	Urine and nitric acid	nitrate
Time – to bring the product or service to market	Vh sure	within 3-4 weeks

5. OTHER CONSIDERATIONS

Do we like or care about the product enough to commit to seeing it through?

Very much. We have put a lot of effort into it.

Are there any other advantages or positive considerations that could help our company succeed?

Working on smaller projects like biodegradable polymer and hopefully some investments from the big dragons.

Are there any other disadvantages or challenges that could negatively affect the launch of the company?

Making the life plant / getting nitrate

