

Exercise 1

Part I: Use this Product Concept development checklist

Product Concept Development Checklist	
Recommended Entry	Considerations
Market Problem or Opportunity	<ul style="list-style-type: none"> • Market problem or opportunity clearly defined • Considerations include reduced consumer costs, improved features and functionality, or satisfying a gap or niche as applicable
Market Segments	<ul style="list-style-type: none"> • Market segments defined • Multiple segments prioritized
Key Financials	<ul style="list-style-type: none"> • Cost and benefits defined • Key financial metrics (ROI, IRR, NPV) calculated
Market Window	<ul style="list-style-type: none"> • Launch and delivery milestones outlined • Urgency considerations defined
Competitive Landscape	<ul style="list-style-type: none"> • A list of top competitors is provided • Competitor advantages and disadvantages documented • Competition strategy defined
Main Features and Functionality	<ul style="list-style-type: none"> • MVP concept defined • Version feature schedule documented
Key Differentiators	<ul style="list-style-type: none"> • Company strengths and leverage plan documented • Company weaknesses and mitigation plan documented
Go to Market Logistics	<ul style="list-style-type: none"> • Delivery options defined • Delivery logistics outlined
Business Success Measurements	<ul style="list-style-type: none"> • Key Performance Indicators (KPI) listed • Measurement Plan provided

Part II: Complete for your product

Product Concept Document Product:	
Recommended Entry	Considerations
Market Problem or Opportunity	<ul style="list-style-type: none">• Current HEPA purifiers cannot effectively remove VOCs, odors, or viruses, may generate harmful ozone, require high maintenance, have costly filters, and limited coverage. There is a strong opportunity to offer a safer, more effective, and cost-efficient solution.
Market Segments	<ul style="list-style-type: none">• Primary targets are households with adults above 35 years old, multi-adult families, and health-conscious consumers concerned about air quality.
Key Financials	<ul style="list-style-type: none">• Initial development cost: \$80,000. Expected revenue: \$200,000 per year for 2 years. ROI estimated >150%, IRR estimated >200%, positive NPV.
Market Window	<ul style="list-style-type: none">• Design in January–February, Development in March–May, Launch in June to target summer season with increased air quality concerns.
Competitive Landscape	<ul style="list-style-type: none">• Competitors: Donaldson, Hengst, MANN+HUMMEL, Honeywell, Daikin. Most competitors fail to address VOC removal, odor elimination, ozone safety, or maintenance ease effectively.
Main Features and Functionality	<ul style="list-style-type: none">• New dual HEPA filter with freshener• 50% noise reduction• New low-cost, longer-life filters• 50% wider coverage• Ozone-free design
Key Differentiators	<ul style="list-style-type: none">• Safer purification without ozone• Enhanced odor and VOC removal• Longer filter life with lower replacement costs• Wider coverage with quieter operation• Alignment with PP LLC's quality and innovation brand image
Go to Market Logistics	<ul style="list-style-type: none">• Leverage existing wholesale, retail, and online distribution channels. Early marketing will focus on social media, partnerships with health influencers, and online promotions.
Business Success Measurements	<ul style="list-style-type: none">• Market share increase• Revenue growth of 25%• Customer satisfaction improvements• 50% reduction in product returns