200665 M5|L1 Final Lab Develop a Product Concept Document Template

**Exercise 1**

**Part I:** Use this Product Concept development checklist

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| Product Concept Development Checklist | |
| Recommended Entry | Considerations |
| Market Problem or Opportunity | * 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 | * Market segments defined * Multiple segments prioritized |
| Key Financials | * Cost and benefits defined * Key financial metrics (ROI, IRR, NPV) calculated |
| Market Window | * Launch and delivery milestones outlined * Urgency considerations defined |
| Competitive Landscape | * A list of top competitors is provided * Competitor advantages and disadvantages documented * Competition strategy defined |
| Main Features and Functionality | * MVP concept defined * Version feature schedule documented |
| Key Differentiators | * Company strengths and leverage plan documented * Company weaknesses and mitigation plan documented |
| Go to Market Logistics | * Delivery options defined * Delivery logistics outlined |
| Business Success Measurements | * Key Performance Indicators (KPI) listed * Measurement Plan provided |

**Part II:** Complete for your product

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| Product Concept Document  Product: | |
| Recommended Entry | Considerations |
| Market Problem or Opportunity | * 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 | * Primary targets are households with adults above 35 years old, multi-adult families, and health-conscious consumers concerned about air quality. |
| Key Financials | * Initial development cost: $80,000. Expected revenue: $200,000 per year for 2 years. ROI estimated >150%, IRR estimated >200%, positive NPV. |
| Market Window | * Design in January–February, Development in March–May, Launch in June to target summer season with increased air quality concerns. |
| Competitive Landscape | * 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 | * New dual HEPA filter with freshener * 50% noise reduction * New low-cost, longer-life filters * 50% wider coverage * Ozone-free design |
| Key Differentiators | * 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 | * 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 | * Market share increase * Revenue growth of 25% * Customer satisfaction improvements * 50% reduction in product returns |