**Instructions:** Use this Worksheet to document your findings. You can use Copilot, ChatGPT, or Gemini for this project.

**Task 1:** Develop prompts in your preferred generative AI tool to access ideas and complete the product concept entries as required.

The product concept should include the following:

* What markets should we target?
* What is the competitive landscape?
* What costs must we consider?
* How can we commercialize this product?
* Draft a value proposition

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| **Your Prompt** |
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| **Product Concept** | |
| Target markets |  |
| Competitive landscape |  |
| Costs to consider |  |
| Commercialization strategies |  |
| Value proposition |  |

**Task 2:** Develop a list of prioritized product features. Create prompts in your preferred generative AI tool to access ideas and complete the product requirements entries as required.

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| **Your Prompt** |
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| **Product Requirements** |
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**Task 3:** Develop a product roadmap to launch the product in versions over a one-year or four-quarter timeframe. Create prompts in your preferred generative AI tool to develop the product roadmap as required.

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| **Your Prompt** |
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| **Product Roadmap** | | | |
| **Quarter** | **Goals** | **Features** | **Milestones** |
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**Task 4A:** Develop prompts in DALL-E 3 to generate the marketing collateral images as follows:

* Show one or two happy and healthy customers using the product

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**Task 4B:** Develop prompts in DALL-E 3 to generate the marketing collateral images as follows:

* Provide a packaging recommendation for the product

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