

Product Ideas	Hurdles	Basic Features	Platform/Application Types	Marketing	Future Growth	Social Media Engagement
<ul style="list-style-type: none"> <li>Durable and reliable water bottles with superior insulation</li> </ul> <div>Mackenzie Hughes</div>	<ul style="list-style-type: none"> <li>Market saturation: Many brands already exist</li> </ul> <div>Mackenzie Hughes</div>	<ul style="list-style-type: none"> <li>Temperature control (maintaining hot/cold beverages)</li> </ul> <div>Mackenzie Hughes</div>	<ul style="list-style-type: none"> <li>E-commerce website for direct-to-consumer sales</li> </ul> <div>Mackenzie Hughes</div>	<ul style="list-style-type: none"> <li>Targeting athletes and outdoor enthusiasts</li> </ul> <div>Mackenzie Hughes</div>	<ul style="list-style-type: none"> <li>Expanding into new markets, such as office workers or school-aged children</li> </ul> <div>Mackenzie Hughes</div>	<ul style="list-style-type: none"> <li>Engaging with athletes and influencers to promote the product</li> </ul> <div>Mackenzie Hughes</div>
<ul style="list-style-type: none"> <li>Water bottles designed for athletes, outdoor enthusiasts, and commuters</li> </ul> <div>Mackenzie Hughes</div>	<ul style="list-style-type: none"> <li>Durability and insulation challenges</li> </ul> <div>Mackenzie Hughes</div>	<ul style="list-style-type: none"> <li>Durability (long-lasting materials)</li> </ul> <div>Mackenzie Hughes</div>	<ul style="list-style-type: none"> <li>A mobile app for users to track hydration and bottle performance</li> </ul> <div>Mackenzie Hughes</div>	<ul style="list-style-type: none"> <li>Highlighting the long-term cost savings from not needing frequent replacements</li> </ul> <div>Mackenzie Hughes</div>	<ul style="list-style-type: none"> <li>Introducing new features, such as smart bottles with temperature displays</li> </ul> <div>Mackenzie Hughes</div>	<ul style="list-style-type: none"> <li>Running social media contests or challenges (hydration challenges)</li> </ul> <div>Mackenzie Hughes</div>
<ul style="list-style-type: none"> <li>Customizable water bottles (color, material)</li> </ul> <div>Mackenzie Hughes</div>	<ul style="list-style-type: none"> <li>Difficulty balancing affordability with performance</li> </ul> <div>Mackenzie Hughes</div>	<ul style="list-style-type: none"> <li>Leak Proof Design</li> </ul> <div>Mackenzie Hughes</div>	<ul style="list-style-type: none"> <li>Online platforms for user reviews and engagement</li> </ul> <div>Mackenzie Hughes</div>	<ul style="list-style-type: none"> <li>Leveraging sustainability and eco-friendly materials in messaging</li> </ul> <div>Mackenzie Hughes</div>	<ul style="list-style-type: none"> <li>Scaling production with a focus on innovation and sustainability</li> </ul> <div>Mackenzie Hughes</div>	<ul style="list-style-type: none"> <li>Highlighting customer stories of the product's reliability during adventures or workouts</li> </ul> <div>Mackenzie Hughes</div>