

**Exercise 1**

Product Concept Document Product:	
Recommended Entry	Considerations
Market Problem or Opportunity	<ul style="list-style-type: none"> <li>Current HEPA purifiers fail to remove VOCs, odors, and viruses; they also produce ozone, are noisy, expensive to maintain, and limited in coverage. This is a market gap.</li> </ul>
Market Segments	<ul style="list-style-type: none"> <li>Target customers: Households with 2+ adults, health-conscious individuals, and urban families aged 35+. Business use in clinics and wellness centers is also targeted.</li> </ul>
Key Financials	<ul style="list-style-type: none"> <li>Initial investment: \$80,000; Annual return: \$200,000 (for 2 years); IRR: 200%+; Payback: 2.14 years; ROI: 400%; Positive NPV at 10% discount rate.</li> </ul>
Market Window	<ul style="list-style-type: none"> <li>Urgency to launch by June 2026 to capitalize on seasonal air quality concerns. Design in Jan–Feb, development Mar–May, beta testing and launch prep in June.</li> </ul>
Competitive Landscape	<ul style="list-style-type: none"> <li>Competitors: Honeywell, Daikin, Donaldson, etc. None address all customer pain points in one product. PP LLC aims to differentiate through innovation and pricing tiers.</li> <li></li> </ul>
Main Features and Functionality	<ul style="list-style-type: none"> <li>MVP includes VOC and odor removal, ozone-free tech, low noise, improved filter, extended coverage. Tiered models: Basic, Better, Ultimate.</li> </ul>
Key Differentiators	<ul style="list-style-type: none"> <li>Strengths: 10+ years in purification; Strong distribution network. Differentiators: air freshening module, 50% quieter operation, longer filter life, no ozone emissions.</li> </ul>
Go to Market Logistics	<ul style="list-style-type: none"> <li>Distribution via retail, wholesale, and online channels. Delivery logistics managed by Operations Lead Raul Hernandez.</li> </ul>
Business Success Measurements	<ul style="list-style-type: none"> <li>KPIs: Market share growth, sales volume, customer satisfaction, return rate reduction, filter repurchase rate.</li> </ul>