

# Product Concept Worksheet

To organize your product concept effectively, use the following template to outline and communicate your idea to stakeholders and sample makers.

Product Name	Notes
Concept Summary {1-2 Sentences describing the overall idea}	
Core Features	1. 2. 3.
Additional Features	1. 2.
Unique Selling Proposition [what makes your product unique]	
Target Audience	Age Range: Interests: Buying Motivations:
Market Fit and Trends [How your product fits into current market trends]	
Technical Specifications [include processes such as stitching, water-resistant coating, etc.]	Material: Dimensions: Manufacturing Processes:
Visuals and Sketches [attach or refer to separate document/sketch]	

