



Potential KIZ Client Worksheet

(please be as specific/detailed as possible and add sheets as necessary)

Name:

Complete Address:

Phone Number:

Alt. Phone Number:

Email Address:

Company (if applicable):

Title (if applicable):

1. Tell us about your product/idea.
2. Why and how did you come up with this idea?
3. What industry (industries) does your product belong in? What is the status of those industries? (growing, declining, \$ sales, etc.)
4. Think about your customers. Who will buy this product? Provide as much detail as possible. Is it for men/women? Age range? What types of interests should these individuals have? Etc.
5. Think about the distribution/sale of your product. How/where are your customers going to buy your product? Provide as much detail as possible. What kinds of stores – retail, wholesale, both? Online?

Potential KIZ Client Worksheet (Continued)

- 6. Product Costing – BEST GUESSES AT THIS TIME:
 - a. How much do you think customers will pay for your product?

 - b. How much do you think your product can be produced/manufactured for?

- 7. What patents exist on similar concepts? (hint: <http://www.google.com/patents> is a very quick and easy way to do keyword searches to find related patents)
**** Do not leave this section blank!! ****

Patent #	Description

- 8. At what stage/phase of the invention process are you at? (idea, prototyping, testing, etc.)?

- 9. Why do you feel your idea is innovative?

- 10. What are your intents/goals of pursuing this idea? (Do you want to patent it? Manufacture and distribute the product? Sell the idea to a company – and if so, who would you target?? ETC.)

- 11. How much money do you think it’s going to take to get you where you want to be with this idea? Best quick guess! Please do not leave this question blank. (ex: costs for patents, development, prototyping, manufacturing, packaging, location, etc.)

- 12. Where do you think you’ll get that money from?

