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DonDebelak.com  
Product Evaluation Information Form

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**Inventor Information**

Inventor / Product Entrepreneur's Name: \_\_\_\_\_

Company Name (if applicable): \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Phone Number: \_\_\_\_\_

Cell Number: \_\_\_\_\_

Email: \_\_\_\_\_

**Product Status**

Check what steps you've taken with you product. \_\_\_\_\_ Obtained patent # \_\_\_\_\_

\_\_\_\_\_ have a product idea \_\_\_\_\_ preliminary drawings \_\_\_\_\_ created initial model

\_\_\_\_\_ developed prototype \_\_\_\_\_ applied for or have patent

\_\_\_\_\_ sold product on a limited basis \_\_\_\_\_ have had product in the market

**Product Information**

Product Name: \_\_\_\_\_

Product Description: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Explain why you feel your invention is important: \_\_\_\_\_

\_\_\_\_\_

Product Information Form – Engineering Products

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Describe the reason or situation that occurred that encouraged you to come up with your idea. Examples would be a situation at work or at home, or while doing an activity like watching children or going on a backpacking trip.

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List the important product features:

- |          |          |
|----------|----------|
| 1. _____ | 4. _____ |
| 2. _____ | 5. _____ |
| 3. _____ | 6. _____ |

List other product features:

- |                      |                      |
|----------------------|----------------------|
| 1. _____ Price _____ | 4. _____ Price _____ |
| 2. _____ Price _____ | 5. _____ Price _____ |
| 3. _____ Price _____ | 6. _____ Price _____ |

Who do you expect to buy the product? \_\_\_\_\_

What is your target retail price? \_\_\_\_\_

In what locations, or by whom do you expect the product to be sold? \_\_\_\_\_

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Explain what market research, if any you've done to date: \_\_\_\_\_

Product Information Form – Engineering Products

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What were your results \_\_\_\_\_

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List competitive products

- |          |          |
|----------|----------|
| 1. _____ | 4. _____ |
| 2. _____ | 5. _____ |
| 3. _____ | 6. _____ |

Explain how your product is better than competitors \_\_\_\_\_

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Explain the need or desire the product is meeting: \_\_\_\_\_

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Explain the most important benefit the user will receive: \_\_\_\_\_

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Explain what you feel is wrong or inadequate with the products on the market today: \_\_\_\_\_

Product Information Form – Engineering Products

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Who is the ideal target customer of your product, who is most likely to buy: \_\_\_\_\_

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What distribution channel do you expect the product to sell through? \_\_\_\_\_

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Explain any other information that might be important to know: \_\_\_\_\_

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If you have additional information, patents, pictures, flyers or other information please send it along with your Product Evaluation Contract to:

DonDebelak.com  
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New Brighton, MN 55112