**Product or Service Need Worksheet**

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| **FACTOR** | **ASPECTS** | **COMPETITIVE**  **CAPABILITIES** | **NEW PRODUCT**  **IDEA CAPABILITY** |
| **Type of Need**  -Continuing need  -Declining need  -Emerging need  -Future need |  |  |  |
| **Timing of Need**  -Duration of need  -Frequency of need  -Demand cycle  -Position in the cycle |  |  |  |
| **Competing Ways to Satisfy Need**  -Doing without  -Using present way  -Modifying present way |  |  |  |
| **Perceived Benefits/Risks**  -Utility to customer  -Appeal characteristics  -Customer tastes and  preferences  -Buying motives  -Consumption habits |  |  |  |
| **Price versus Performance Features**  -Price/quantity  relationship  -Demand elasticity  -Stability of price  -Stability of market |  |  |  |
| **Market Size & Potential**  -Market growth  -Market trends  -Market development  requirements  -Threats to market |  |  |  |
| **Availability of Customer Funds**  -General economic  conditions  -Economic trends  -Customer income  -Financing opportunities |  |  |  |

***Source: Hirsch, R., International Entrepreneurship, 2010.***

**Product or Service Value Worksheet**

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| **FACTOR** | **COST (IN $)** |
| **Cash Outflow**  -R&D costs  -Marketing costs  -Capital equipment costs  -Other costs |  |
| **Cash Inflow**  -Sales of new product  -Effect on additional sales of existing products  -Salvageable value |  |
| **Net Cash Flow**  -Maximum exposure  -Time to maximum exposure  -Duration of exposure  -Total investment  -Maximum net cash in a single year |  |
| **Profit**  -Profit from new product  -Profit affecting additional sales of existing products  -Fraction of total company profit |  |
| **Relative Return**  -Return on shareholder equity (ROE) |  |
| **Return on Investment (ROI)**  -Cost of capital  -Present value (PV)  -Discounted cash flow (DCF)  -Return on assets employed (ROA)  -Return on sales |  |
| **Compared to Other Investments**  -Compared to other product opportunities  -Compared to other investment opportunities |  |

***Source: Hirsch, R., International Entrepreneurship, 2010.***