

List your top three ideas and then use them when responding to the prompts below.

- Idea 1:
- Idea 2:
- Idea 3:

How does this idea fit in with the identity the company has on its website?

- Idea 1:
- Idea 2:
- Idea 3:

What advantage will this product or service bring to the company?

- Idea 1:
- Idea 2:
- Idea 3:

What will be the biggest challenge in implementing this idea or adding this product?

- Idea 1:
- Idea 2:
- Idea 3:

How could this challenge be overcome?

- Idea 1:
- Idea 2:
- Idea 3:

What new demands will this product or service put on the company (i.e., hire more employees, buy new equipment, find relevant suppliers, etc.)?

- Idea 1:
- Idea 2:
- Idea 3: