

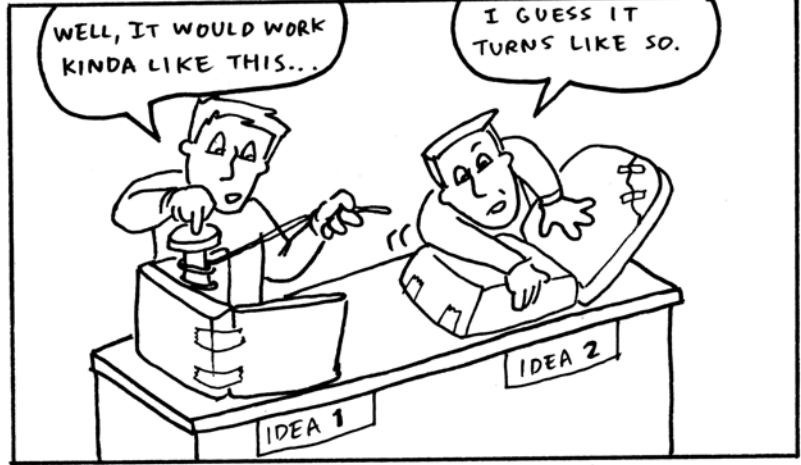


TO: YELLOW TEAM

SUB: URGENT! REVIEW TOM!

EVERYONE SHOULD BE IN CLASS TOMORROW! FACULTY REVIEWS! COME PREPARED!

BRIAN



WHO IS YOUR CLIENT?
 WHAT IS CURRENTLY ON THE MARKET?
 IS THERE A NEED FOR THE PRODUCT?
 DO YOU KNOW INDUSTRY SAFETY CODES?
 WHAT IS AN EXPECTED PRICE RANGE?
 HAVE YOU DONE BENCHMARKING?
 DID YOU DO A PATENT SEARCH?
 HAVE YOU TALKED TO POTENTIAL CUSTOMERS?
 ARE YOU GOING TO SHOW THIS MOCKUP TO CUSTOMERS FOR FEEDBACK?

