



**Preliminary New Product Development Questionnaire** *The Heat Inside*

Date: \_\_\_\_\_

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

Business Name: \_\_\_\_\_

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

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

City, State and Zip: \_\_\_\_\_

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

Primary Number: \_\_\_\_\_

Secondary Number: \_\_\_\_\_

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

Primary Industry: \_\_\_\_\_

NDA with EXO2 on File?: \_\_\_\_\_

Please complete the following questionnaire in its entirety and as completely as possible.

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1. What is the primary purpose of the product you wish to create or heat?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

2. If created to solve a problem, what problem will the product solve?

\_\_\_\_\_

\_\_\_\_\_



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3. Are there other (competing) products currently in the marketplace? If so:
- a. What are they? \_\_\_\_\_
  - b. Who makes them? \_\_\_\_\_
  - c. What are their price points? \_\_\_\_\_
  - d. Do they work? \_\_\_\_\_
  - e. How are they distributed? \_\_\_\_\_
  - f. Estimated market share? \_\_\_\_\_

**(Please use a separate piece of paper for each competitive product.)**

4. Are there other (competing) strategies (not relating to a specific product) currently in the marketplace? If so, please describe.

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5. Do you presently make, distribute or sell any of these remedies? \_\_\_\_\_

6. Have old remedies failed and if so, why?

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7. How will this product outperform existing or previous products or solutions?

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8. Who is the targeted end user(s)? \_\_\_\_\_
  9. What are the potential distribution channels? \_\_\_\_\_
  10. Will state or government agency certifications be required (FDA, OSHA, AMA, etc.)? If so, which one? \_\_\_\_\_
  11. Will National Recognized Testing Laboratories (NRTL) certifications be required (ex. UL, CSA, etc.)? \_\_\_\_\_
  12. Can end users receive discounts or reimbursement for this product (i.e., insurance, government grants, etc.)? If so, what? \_\_\_\_\_
  13. What are the desired and/or available power sources for this electrically heated product (120 volt mains current, portable/rechargeable batteries, 12 volt power sources, etc.)?  
\_\_\_\_\_  
\_\_\_\_\_
  14. Will you (the company) market this product directly? \_\_\_\_\_
  15. For all supply chain entities, what are the industry standards for expected margins (i.e., Distributor, Dealer, etc.)? \_\_\_\_\_
  16. Is packaging/presentation a key to the success for this product? \_\_\_\_\_
  17. What are the key characteristics/requirements of this product that will make it a market leader?  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
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18. What are the minimum performance requirements of the product?

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19. What is the targeted Retail (or End User) price point for this product? \_\_\_\_\_

20. What is the typical, desired, standard or expected warranty period for this product?

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21. Do governing regulations prevent certain materials or power sources from being used?  
If so, please explain. \_\_\_\_\_

22. Will there be variations of the product (i.e., sizes, shapes, colors, textures, temperatures, etc.)? If so, please explain.

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23. Do manufacturing requirements exist for this product (i.e., must be made in the USA, must be made with a percentage of recycled materials, etc.). If so, what?

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24. What is your forecast sales volume?

a. Year 1 \_\_\_\_\_ Units

b. Year 2 \_\_\_\_\_ Units

c. Year 3 \_\_\_\_\_ Units



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25. Will you seek to patent this product design? \_\_\_\_\_

26. Has a patent application been filed? \_\_\_\_\_

27. Do you desire exclusive rights for this product? If so, in what territories and for what time frame?

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28. If an OE design, are you interested in the opportunity to earn a portion of the Development Fee back (via volume sales) over time? \_\_\_\_\_

29. Do you intend to manufacture the product or do you want EXO2 to deliver a finished product? \_\_\_\_\_

30. Other Design Functions, Questions or Comments:

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Completed By: \_\_\_\_\_

Title: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

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For EXO2 Use Only:

Received By: \_\_\_\_\_

Date: \_\_\_\_\_

Assigned To: \_\_\_\_\_