

QUESTIONNAIRE

Ask yourself the following questions as you consider how your business/ technology/legal strategies are working together toward your business goals.

These are some of the questions I'd ask you in our initial conversation, if you would like to consider working with Patents Integrated.

1. YOUR PRODUCT

- A) What is your product?
- B) What problem does your product solve?
 - ① Are there existing and/or similar solutions to the problem?
 - ② What's different about your solution from the existing products?
 - ③ Do you have a specific competitive advantage?
 - ④ Why hasn't anyone else made your product before?
- C) How are you protecting your competitive edge?
 - ① With whom have you discussed your product differentiation?
 - ② How have you documented your product development?
 - ③ What would a competitor need to know in order to copy your product?
 - ④ Do you have additional features or product modifications planned?
- D) How far along is your product development?
 - ① Concept only?
 - ② Proof of concept?
 - ③ Prototype?
- E) What are your manufacturing plans?
 - ① Build own manufacturing capability?
 - ② Out-source?
 - ③ Off-shore?
- F) Assuming your product is successful, what would future products/features look like?

2. YOUR MARKET

- A) What is your target market?
- B) How large is your market?
- C) Who are your competitors?
- D) Are your competitors litigious?
- E) Are there other markets into which you'd like to expand in the future?

3. YOUR CUSTOMER

- A) Who is your ideal customer?
- B) How would the customer use your product?
- C) Why would your customer want to buy your product over your competitors' products?
- D) Would your customer buy additional products from you?

4. YOUR COMPANY

- A) How do you plan to grow your company, domestically and internationally?
- B) What is your funding plan? Target investors?
- C) Who are the stakeholders? Cap table?
- D) How experienced are you with business issues involved in startups, such as business development, legal issues, product development, etc.?
- E) Are there special circumstances that need to be considered, such as:
 - ① Spin-out from a larger corporation
 - ② Technology transfer of the core technology from a university or other entities
 - ③ Previously received R&D funding from government sources

We can help make sure your strategies are integrated to support your company's goals. Take advantage of our free introductory discussion.

» visit patentsintegrated.com/contact to get started