

Idea

What is your product range?

What problem does it solve or need does it meet?

Target Market

Who is this product aimed at?

Business Plan



Competitors

Who are you competing against?

Unique Selling Point

What will make people want to buy *your* product?

Archive Inspired

How has your product range been inspired by the archive?

Finances

What will your product/s cost?

What costs will you have to pay to produce and sell your product?