1. In one short sentence, describe the problem that your new product concept solves:

2. What product industry is it within? (check the box)
   - □ Office Products
   - □ Kitchen Products
   - □ Home Appliances
   - □ Garden Products
   - □ Pet Products
   - □ Sports and Fitness
   - □ Music
   - □ Home improvement
   - □ Power Tools
   - □ Toys
   - □ Home Appliances
   - □ Crafts
   - □ DIY
   - □ Personal Care
   - □ Storage and Organizing
   - □ Furniture
   - □ Tableware
   - □ Car accessories
   - □ Personal Transport
   - □ Games
   - □ Other

3. Sketch a potential solution: