<INSERT SMALL IMAGE OF YOUR LOGO HERE>

Insert Presentation Date Here, 2014

**The Vision**

1.1 What is the vision for the proposed product / marketing concept?

Insert your text here. It should be about this long. Insert your text here. It should be about this long. Or shorter.

1.2 What is it the product is designed to achieve?

Insert your text here. It should be about this long. Or shorter. Insert your text here. It should be about this long. Or shorter. Insert your text here. It should be about this long. Or shorter. Insert your text here. It should be about this long.

**Executive Summary**

2.1 Aim of this Concept Paper

Insert your text here. It should be about this long. Or shorter.Insert your text here. It should be about this long. Or shorter. Insert your text here. It should be about this long. Or shorter.Insert your text here. It should be about this long. Or shorter.

2.2 Introduction

Background information about the product concept

Insert your text here. It should be about this long. Or shorter. Insert your text here. It should be about this long. Or shorter.Insert your text here. It should be about this long. Or shorter. Insert your text here. It should be about this long. Or shorter. Insert your text here. It should be about this long. Or shorter. Insert your text here. It should be about this long. Or shorter. Insert your text here. It should be about this long. Or shorter. Insert your text here. It should be about this long. Or shorter. Insert your text here. It should be about this long.

Where did the idea come from?

Insert your text here. It should be about this long. Or shorter. Insert your text here. It should be about this long. Or shorter. Insert your text here. It should be about this long. Or shorter. Insert your text here. It should be about this long. Or shorter. Insert your text here. It should be about this long. Or shorter. Insert your text here. It should be about this long. Or shorter. Insert your text here. It should be about this long. Or shorter. Insert your text here. It should be about this long. Or shorter. Insert your text here.

Why has it been pursued?

Insert your text here. It should be about this long. Or shorter.

Potential benefits to us.

-Insert your text here. It should be about this long. Or shorter. Insert your text here. It should be about

-Insert your text here. It should be about this long. Or shorter. Insert your text here. It should be about

-Insert your text here. It should be about this long. Or shorter. Insert your text here. It should be about

2.3 Proposed Product (Line) Concept(s)

Basis of the product

Insert your text here. It should be about this long. Or shorter. This is the part I didn’t write. I don’t know how long it should be. Wing it. This text is just for formatting purposes.

Simple explanation of the proposed product features

Insert your text here. It should be about this long. Or shorter. This is the part I didn’t write. I don’t know how long it should be. Wing it. This text is just for formatting purposes.

Simple explanation of proposed price structure, promotion and placement in the market.

Insert your text here. It should be about this long. Or shorter. This is the part I didn’t write. I don’t know how long it should be. Wing it. This text is just for formatting purposes.

Proposed target market.

Insert your text here. It should be about this long. Or shorter. This is the part I didn’t write. I don’t know how long it should be. Wing it. This text is just for formatting purposes.

Proposed project timetable and any major milestones

Insert your text here. It should be about this long. Or shorter. This is the part I didn’t write. I don’t know how long it should be. Wing it. This text is just for formatting purposes.

this is extra text to create space just to make sure the section heading “Describe Product Concept” is on the same page as the 3.1; NOT at the bottom of this page. Rearrange as necessary to make sense based on the length of each of your sections and where your headings end up as a result.

**Describe Product Concept**

3.1 Detail the concept idea

Insert your text here. It should be about this long. Or shorter. Or longer. This is the part I didn’t write. I don’t know how long it should be. Wing it. This text is just for formatting purposes. Insert your text here. It should be about this long. Or shorter. Or longer. This is the part I didn’t write. I don’t know how long it should be. Wing it. This text is just for formatting purposes.

3.2 What are the product features?

Insert your text here. It should be about this long. Or shorter. Or longer. This is the part I didn’t write. I don’t know how long it should be. Wing it. This text is just for formatting purposes. Insert your text here. It should be about this long. Or shorter. Or longer. This is the part I didn’t write. I don’t know how long it should be. Wing it. This text is just for formatting purposes.

3.3 What is the proposed pricing structure?

Insert your text here. It should be about this long. Or shorter. Or longer. This is the part I didn’t write. I don’t know how long it should be. Wing it. This text is just for formatting purposes. Insert your text here. It should be about this long. Or shorter. Or longer. This is the part I didn’t write. I don’t know how long it should be. Wing it. This text is just for formatting purposes.

3.4 List the range of product ideas and features

**-** Insert your text here. It should be about this long. Or shorter. Or longer. This is the part I didn’t write.

- Dash, space, type, hit return, do not use periods, sentences are not necessary, but are ok

- Insert your text here. It should be about this long. Or shorter. Or longer. This is the part I didn’t write. I don’t know how long it should be. Wing it.

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- Insert your text here. Wing it. This text is just for formatting purposes.

**Target Market**

4.1 What is the target market and in which segment?

Insert your text here. It should be about this long. Or shorter. Or longer. This is the part I didn’t write. I don’t know how long it should be. Wing it. This text is just for formatting purposes.

4.2 Explanation of selection of the target market

Insert your text here. It should be about this long. Or shorter. Or longer. This is the part I didn’t write. I don’t know how long it should be. Wing it. This text is just for formatting purposes.

4.3 Pin point any specific groups that would be more favourable to the concept

Insert your text here. It should be about this long. Or shorter. Or longer. This is the part I didn’t write. I don’t know how long it should be. Wing it. This text is just for formatting purposes.

**Timeline**

9.1 Proposed date for concept approval

Insert your text here. It should be about this long. Or shorter. Or longer. This is the part I didn’t write. I don’t know how long it should be. Wing it. This text is just for formatting purposes.

9.2 Date for completion of business case

Insert your text here. It should be about this long. Or shorter. Or longer. This is the part I didn’t write. I don’t know how long it should be. Wing it. This text is just for formatting purposes.

9.3 Proposed date for product launch

Insert your text here. It should be about this long. Or shorter. Or longer. This is the part I didn’t write. I don’t know how long it should be. Wing it. This text is just for formatting purposes.