



Product Development Work Sheet

Defining the Idea

1. What niche will be filled by this product?

2. Have we checked to make sure this product (or something very much like it) does not already exist?

3. Does the idea involve any existing material that is owned or copyrighted by someone else?

4. Have we gotten input from the relevant chair(s) of the task force or committee/special interest/networking group from which the idea originated?

5. Have we consulted with relevant ACRM committees for guidelines that may be available?

Defining the Audience

1. Who will benefit from this product? How do we think they will benefit? How will they use this product?

2. What evidence do we have that this audience needs or wants this product?

3. Is the product for members of ACRM or is there a wider audience? Is the audience in the US or international?

4. How will the product get to the audience?

5. Could there be a paying market for this product?

6. Does this product have press or publicity potential?

Outlining the Plan

1. Is there a champion responsible for this product? That is, does at least one person have the time, motivation, and organizational skills to lead the development process and see it through?

2. What are the steps of development? Who will do each one?

3. What is our time frame?

Identifying Resources

1. Are there enough people with enough time to get it done?

2. Do we have people with the right expertise working on this project?

3. Do we need money for this project? How much/for what? Where will it come from? (*Funds may be available through ACRM. Ask your SIG/ networking group/ committee chair to inquire.*)

4. Could there be other organizations with an interest in co-sponsoring/ co-branding this product?

5. Do we need any other help to get this done? What kind of help do we need?
