

Product Development Project Request Form

To be filled out Completely by Project Originator.

Project Name: _____ **Date:** _____

Project Originator: _____

Goal of Project: _____

Target Workplace Materials: _____

Business Case for Project / Potential Loss if Unaddressed:

Specific Goals:

1. _____

2. _____

3. _____

To be filled out completely by Outside Sales or Representatives

Do you see the attached offering as something that you can sell in your territory? **Yes** **No**

If yes, list any target end user / locations:

1. _____

2. _____

3. _____

4. _____

5. _____

List any key competitors in your territory:

1. _____

2. _____

3. _____

4. _____

5. _____

Project Number: _____ **Priority:** _____

Product Team OK to Proceed? **Yes** **No** **Project Owner:** _____

Product Team Determination: _____

Key Metrics: _____

Resources Needed: _____