

*“This is a reality check: I need help vetting my idea and need expert guidance.”*

This 30-minute review starts with a **non-disclosure agreement**. While we have one of our own you can use, our clients usually prefer to provide theirs – either way, not a problem.

We will learn a little bit about your company, idea, and target market. We will actively listen, ask engaging questions, and vet the opportunity identified providing feedback and commentary to its feasibility from a marketing and design/development perspective. We will decide if the idea is a good fit for further development by Hallsten Innovations and advise accordingly with recommended courses of action.

This overview includes idea insights along with tidbits on the pitfalls that a product team should prepare to avoid.

Overall, this 30-minute opportunity is an idea vetting platform with the primary output consisting of verbal guidance and direction.