

## NAPKIN REVIEW REPORT... 9 MUST-SEE TAILORED INSIGHTS ON YOUR IDEA

*“I have what I think is a good idea and want to invest in a thorough analysis with an expert.”*

A napkin 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.

Whether it is a napkin sketch, a document spec, or just a concept in your mind’s eye, a dialog around your product concept will help us understand your vision and the target users of your product. We’ll ask defining questions like features, expected budgetary questions, product size, expected usage, even battery life. Additional questions will reflect the expected software, data and cloud ecosystem.

We’ll review your product from a software, electrical, mechanical, environmental, user-centric and market-readiness perspective, crafting into an initial feasibility review.

This conversation allows us to craft an overview of a design roadmap as Hallsten Innovations understands it – from product specification, continuous testing, and manufacturing. This overview includes tidbits on the pitfalls that a product team should prepare to avoid.

### THE RESULT?

Hallsten Innovations will provide you an overview report that you can use to further refine your concept, share with your colleagues, and to use as a first guidepost for your development journey.

### Questions often addressed in our reports...

1. Can we jump straight into commercialization activities or does substantial R&D need to be conducted first?
2. Does the business model ROI support the anticipated development budget to get to a minimally viable product solution?
3. Where are some of the higher risk areas of my napkin idea?
4. What would lensing my napkin idea through user-centric design methodology look like?
5. How many steps are there in the development process if my napkin idea were commercialized?

Hallsten Innovations includes 9 metrics for insight including Electronics Feasibility, Software Feasibility, and even Business Model Readiness. These scores are combined

to provide a grade for the readiness of your idea for moving forward. They also provide valuable feedback should the napkin sketch need to be refined to improve the chances of success by addressing the higher risk areas.

