

**FINAL PRODUCT AND BUSINESS CASE**

The purpose of this document is to provide the final and most detailed description of your proposed product, business case, and the prototype that you have developed. Please limit your final submission to no more than **7-10 text pages** including **graphics**. In addition, please use the template on page 2 of this document as an appendix. You may customize it as you see fit, but please include all the information requested for each team member.

# *Team Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_* Product Name: *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*

# Final Product Description

*Describe the product, its functionality, purpose, and what the user will be able to accomplish with it.*

# 2. Market Demand

*Describe the market for this product.*

* *What makes your product unique in design, sustainable in the market place, and potentially patentable?*
* *Who would use the product and what need would it fill?*
* *Identify the 2-3 products that would compete with this product. Identify these products by name and describe their role in the marketplace. What are their prices?*
* *Describe how your product is different from these products. What is its competitive edge in functionality, technology, ease of use, cost, reduction in user labor, etc.?*
* *Describe how your product would create revenue. What is the estimated margin? How will costs and revenues scale as your business grows?*

# 3. User Interface

*Describe the user interface. Provide specific graphics or detailed descriptions of key user interfaces.*

# 4. Prototype Development

*Summarize the product development process.*

* *What specific software or hardware were developed by the team for this product?*
* *What specific products (developed by other manufacturers) does this product utilize?*
* *How were the modules and the entire product tested?*
* *What did your prototype demonstrate? What important things did you learn about improving the prototype before taking it to users and/or trying to produce it at a competitive price?*

# 6. Additional Comments (not required)

*Use this section to include any additional comments or information.*

Appendix: Team Information

**Team Name:**

**Product Name:**

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| --- | --- | --- | --- | --- | --- | --- | --- |
| **Full Name** | **Student ID** | **UCI Email** | **Major(s)** | **Minor(s) (if applicable)** | **Est. Grad Year** | **% of Prize** | **Signature** |
| *(Team Lead Here)* |  |  |  |  |  |  |  |
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\*\*\* Please note: All team members must be matriculated students of UCI. Please see the competition rules at the website. Prize money can have an impact on financial aid. Also, if anyone on your team is a foreign student, there will be a tax withholding of ~30% for each foreign student’s portion of the prize. Prizes can be allocated to your teammates in unequal amounts if that is preferred. Please seek the advice of a tax professional, if needed.