



New Product Market Feasibility Study Request Form

Submitted by: _____
Please print or type your name

Street address: _____

City: _____ **State:** _____ **Zip Code:** _____

Phone: _____ **Email:** _____

IMPORTANT: PLEASE VERIFY YOUR EMAIL ADDRESS. Your report will be shared with you using the email you provide.

Additional information only for clients who have a business:

Name of Business: _____

Website: _____ Products/Services: _____

THIS FORM SERVES AS A CONFIDENTIAL DISCLOSURE FORM. Enclosed are a description and other materials pertaining to the project for review by the WISCONSIN INNOVATION SERVICE CENTER (hereafter called WISC). After the research, I understand that WISC will send me the report and supporting materials as electronic files for download unless I request a printed version. The research will cover level of competition, estimate of market need, relevant market trends and, as needed, an expert technical review.

1. INVENTOR claims sole rights to the information, and INVENTOR is willing to disclose the same, in consideration of the following covenants and agreements made by RECIPIENT:

RECIPIENT shall hold in confidence all of such information, and shall not directly or indirectly disclose to others such information. RECIPIENT shall protect such information from disclosure by reasonable means, including but not limited to at least the same level of security that the RECIPIENT uses for its most crucial proprietary and trade secret information. Staff members and technical consultants reviewing the submission have signed nondisclosure agreements with WISC stating that they will keep the submission in strict confidence unless they receive written permission from the client to disclose the intellectual property.

Further, RECIPIENT agrees that it shall not use any advantages derivable from such information in its own operations or affairs.

The obligation of confidentiality shall not apply to any information which was already known to RECIPIENT at the time of disclosure; was already published at the time of disclosure, or, that was disclosed by a third party prior to the disclosure by INVENTOR, provided that the third party had authority to make such disclosure.

The obligations of confidentiality will cease at such time when, the information becomes generally known through no fault of RECIPIENT, or upon voluntary disclosure of such information by INVENTOR to the public. Information contained in published patents (not applications) is considered to be in the public domain.

2. WISC acquires no right or license in my idea by this submission.

3. WISC is a business outreach program of the University of Wisconsin-Whitewater College of Business and Economics. In consideration of this confidential research, I agree to hold harmless the University of Wisconsin, its employees, agents, students, and others assisting in my idea, both now and in the future, from any loss or damage arising out of this disclosure and subsequent evaluation.

4. Materials submitted herewith or in the future in connection with this project may be retained by WISC, returned to me at my expense, or destroyed after three years. It is my responsibility to advise WISC of any change of my mailing address and whether I want the materials submitted returned to me.

NAME OF YOUR PRODUCT/SERVICE TO
BE RESEARCHED: _____

Please read carefully and then sign to initiate the market research project. Call or email with questions.

Signature of Client

Date

Signature of WISC Manager

Date

This section collects information about your innovation. Please complete it and/or attach a detailed description of your product or research project that covers all of these topics. Please submit photographs or drawings relevant to the innovation, but DO NOT SEND PROTOTYPES unless requested.

Describe your product, including uses, materials, and features (including any potential features or alternative designs)

Market Information

A. Current Competition: To the best of your knowledge, please list existing products or processes that fulfill a similar purpose.

B. Competitive Advantages: Why is your product better than existing products or processes? Please list advantages from most important to least.

C. Projected Market: Who will use this product or service? Please list potential user.

1. Major Users:

2. Possible other users:

D. How does your product benefit the user? (For example, a phone case's benefit might be to protect the phone and/or as an expression of style.)

Intellectual Property (Legal) Protection

Mark ALL that apply:

- No Protection
- Patent Application
applied for Date: _____
- Preliminary Patent Date of
search Search: _____

Please submit a copy of patent search results

- Patent issued
Patent(s) number(s): _____
Issue Date: _____
Copy Attached:
- Registered Copyright
Issue Date: _____
Copyright number: _____

How did you first learn about the Wisconsin Innovation Service Center?

Have you submitted a project to us before? Yes No

Payment Information

Please enclose a check made payable to the University of Wisconsin-Whitewater or provide Visa/Mastercard information below. (Sorry the University only accepts Visa/Mastercard.) You may also call WISC at (262) 472-7158 to pay by credit card.

Amount: _____

A copy of the signed non-disclosure agreement will be sent to you with a letter of receipt for your records.

Payment method: Money Order Check Credit Card

Name on Card: _____

Credit Card Number: _____ CVC Number _____
(3 digit number located on back of card)

Billing Address _____
Street Address City State Zip Code

Exp. Date _____

Credit Card Signature _____

F.A.Q.

1. Do I need a patent before I send in my project? A patent is not necessary prior to use of WISC research services, and submission of an idea to WISC does not constitute a public disclosure as defined by patent law. A WISC preliminary market feasibility study is strongly recommended prior to investing in patent protection.

2. Why do I need a New Product Feasibility Study? Studies of new product successes and failures indicate that successful products tend to pay more attention to market feasibility at the earliest stages of new product development. Studies of failed product launches consistently cite poor market research or inadequate market analysis as a main risk for failure. Specifically, innovators often lack sufficient understanding of the scope of competition and competitor positioning. Without this knowledge, inventors fall short of creating enough value for customers. Early stage market research informs the development process, including design and product features, at a lower cost to reduce the risk of incurring high market research costs with a product that does not show promise in the preliminary research phase. WISC new product market feasibility reports will help to refine the scope of future research, ensuring you get the greatest return on investment when you are ready to take that step.

3. If you are going to talk to store representatives and potential competitors, how do you keep my idea confidential? We build our questions around the problem that the proposed product solves and its user benefits. We ask what products currently solve the identified problem and provide similar benefits. By focusing on benefits (what the product can do), we do not disclose product features (how the product does it). In addition to protecting our client's intellectual property, this approach enables us to better estimate the competitive pressure in the marketplace.