

Marketing for Innovation and New Products

Briefing

This document will serve as the first part of a more detailed exercise that will continue to be developed in the Entrepreneurial Marketing Plan. The purpose of this document is to provide an initial description of a new product or service, which will be the focus of the entrepreneurial marketing plan. The intent is not for this document to be written for third parties (such as a briefing for an advertising campaign or a market study), but rather to serve as an initial set of information that will lay the groundwork for a more comprehensive document.

The product or service should be as innovative and creative as possible. It may originate from the group's own creativity or be based on products or services currently being launched on crowdfunding platforms, emerging business ideas, or those originating in other markets.

In general, this briefing for presenting the new product or service should be a maximum of five pages (including the cover), and should describe the following aspects:

- Name or designation of the product/service;
- General description and key features;
- Image, physical appearance and packaging (if applicable);
- Branding, lettering and logo (if defined);
- Identification of advantages and disadvantages of this product/services compared to existing alternatives;
- Clear identification of the needs to be fulfilled: creation of benefits/problem solving;
- Identification of target segments;
- Definition of possible positioning;
- Information on the sales format:
 - Products: unit, packages, large quantities, traditional retail, e-commerce or mobile, self-service, exclusive distributors...;
 - Services: provided directly or by third parties, in the same location or decentralized, in person or by telephone/internet, etc.;
- Identification of main competitors: direct and indirect;
- Identification of trends explored by the product/service.