

Team Name \_\_\_\_\_ Date \_\_\_\_\_

### MARKET RESEARCH WORKSHEET

Include an entry in the table below for each patent you find relevant to your opportunity.

PATENT TITLE	Patent # & CPC	How does this relate to your opportunity?

What does it do? (Include sketches when possible):

Strengths:

Weaknesses:

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**Strengths:**

**Weaknesses:**

## SUMMARY OF MARKET RESEARCH

Now that your team has conducted a thorough patent search and have a clear view of prior solution attempts, it's a good time to take stock and consider how this will impact how you address this opportunity. Specifically:

What **MUST** a solution to this opportunity be able to do?

What **MIGHT** a solution to this opportunity be able to do?

What **MUST** a solution to this opportunity **NOT** do?

Remember, always keep your customer in mind...as you answer these questions, think about what you observed at the site visit.