

# Prepare for Your Session

16 sections. 30-60 minutes.

Better answers = better analysis.

The more thought you put into your answers, the more accurate and useful your AI report will be. Use this guide to gather your thoughts before you sit down at the worksheet.

**16**

Sections

**30-60**

Minutes

**\$0**

To Start

**YOUR IDEA IS SAFE**

Never shared. Never searchable. Never used to train AI.

[yourideatomarket.com](https://yourideatomarket.com)

# The 16 Sections — What to Prepare

01

## Product Name & Core Description

What is your invention called? Write a clear 1-2 sentence description of what it is and what it does.

### HAVE READY:

- A working product name (even a placeholder)
- A plain-English description of the product
- What category it falls into (home, health, outdoor, tech, etc.)

04

## How You Discovered This Problem

What led you to this idea? Personal experience is powerful evidence.

### HAVE READY:

- Your personal story or observation
- Conversations with others who have the same problem
- Any research, forums, or reviews that confirmed demand

02

## The Problem You're Solving

Describe the specific frustration, gap, or unmet need your product addresses.

### HAVE READY:

- The exact pain point in one clear sentence
- Who experiences this problem and how often
- Why current solutions fall short

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## Your Solution

Describe how your invention solves the problem. Be specific about how it works.

### HAVE READY:

- How the product works mechanically or functionally
- What makes it different from doing nothing
- Key features (keep to 3-5 most important)

03

## When & Where Does the Problem Happen

Paint a picture of the moment the problem occurs. Context helps the AI understand market positioning.

### HAVE READY:

- The specific situation or setting
- What the person is doing when they hit this problem
- How urgent or frequent the frustration is

06

## Primary Differentiator

What is the single most important reason a customer would choose yours over everything else?

### HAVE READY:

- Your one strongest competitive advantage
- Why a competitor can't just copy it overnight
- The 'only product that...' statement

# The 16 Sections — What to Prepare

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## Existing Competitors

Who or what does your target customer use today instead of your product?

### HAVE READY:

- Direct competitors (same category)
- Indirect competitors (different approach, same problem)
- DIY or workaround solutions people use now

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## Target Buyer

Who specifically will buy this? Resist the urge to say 'everyone.'

### HAVE READY:

- Age range, gender, lifestyle, occupation
- Where they shop and what they already buy
- Their relationship to the problem your product solves

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## Top Customer Complaint About Competitors

What do people hate most about existing options? This is your opportunity.

### HAVE READY:

- The #1 complaint on Amazon reviews or forums
- What your target buyer says is missing
- The gap no one has closed yet

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## Pricing & Business Model

How much will it sell for and how will you make money?

### HAVE READY:

- Target retail price
- Whether it's one-time purchase or recurring (refills, subscriptions)
- Where it will be sold (Amazon, retail, DTC, wholesale)

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## Evidence of Demand

What signals tell you people actually want this? Gut feeling is not enough — gather real signals.

### HAVE READY:

- Search volume data (Google Trends, Amazon)
- Forum threads, Reddit posts, social comments
- Conversations with real potential customers

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## MVP — Your Minimum Viable Product

What is the simplest version you could test with real users before full production?

### HAVE READY:

- Core features only (what can you cut?)
- How you would test it with 10-20 real people
- What would prove or disprove your key assumptions

# The 16 Sections — What to Prepare

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## Your Skills & Resources

Be honest about what you bring and what you'll need help with.

### HAVE READY:

- Relevant background or experience
- Capital available to invest
- Network, connections, or industry access

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## Additional Context

Anything else the AI should know that doesn't fit the categories above.

### HAVE READY:

- Patent searches you've already done
- Prototypes or samples you've built
- Conversations with manufacturers, retailers, or attorneys

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## Your Biggest Concern

What keeps you up at night about this idea? Name it — the AI analysis will address it directly.

### HAVE READY:

- Your single biggest fear or unknown
- What you've already tried to research but couldn't resolve
- Where you feel most out of your depth

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## Why You Want to Bring This to Market

What drives you? This shapes the build vs. license recommendation.

### HAVE READY:

- Do you want to build a company or just get paid for the idea?
- Are you motivated by income, legacy, or solving the problem?
- How much time and energy can you realistically commit?

# Tips for Getting the Most From Your Analysis

## Be specific, not general

The AI rewards detail. 'Athletes aged 25-40 who run marathons' is far more useful than 'active people.' The more precise your answers, the more targeted your report.

## Don't oversell your idea

Honest answers produce useful analysis. If you inflate demand or minimize competition, you'll get a report that flatters you but doesn't help you. The AI isn't judging — it's advising.

## Name your real fear

Section 14 asks for your biggest concern. Don't give a safe answer. Name the thing that actually keeps you up at night. The report addresses it directly.

## Research before you sit down

Spend 30 minutes on Amazon, Google Trends, and Reddit before starting. Search your product idea, read competitor reviews, and note the language real customers use. It feeds directly into your answers.

## You can save and return

Your progress is automatically saved when you're signed in. You don't have to complete the worksheet in one sitting. Take your time on the sections that require more research.

## The free analysis is real

Even without paying, you get four viability scores, an AI-generated idea summary, and your top insights. The \$29 full report adds the build/license recommendation, skills gap analysis, patent landscape, and your full roadmap.

**Ready? Start your free analysis now.**

[yourideatomarket.com/worksheet.html](https://yourideatomarket.com/worksheet.html)

Free to start | Full report \$29 | Your idea stays private