



## **Exercise 2.2: Draft Product Concept Descriptions for Mock Testing**

You will submit a Product Concept Description. Use the components below to draft a description of your product concept:

- Your Product Concept Description should be a narrative explanation of your product concept.
- Begin by stating the current products in the field and the gaps, or blank space, that may exist in the landscape.
- Then, describe your product and be sure to touch on how your product fills the need that exists in the current product landscape.
- It is helpful to include details about the physical engineering and design of your product, conceptual recipe components, it's aesthetic appearance, etc.