

YOUR LOGO  
GOES HERE

**[INSERT YOUR BRAND NAME HERE]**

PRODUCT PROPOSAL

dd.mm.yyyy

Contact: Name Surname

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# Problem

What is the consumer problem that you have identified?

How much is it worth to the consumer/market to resolve this problem?



## VISUALISE THE PROBLEM

**Tip:** Use an emotive image here, not a technical/process visual. You want your audience to connect with and internalise the problem.

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here.

# Solution & Traction

What is your proposed solution?

How does it address the problem?

How much product have you sold?

Where are you currently selling your products?

## VISUALISE THE RESOLUTION

**Tip:** Show a happy/relieved user, again, use an emotive image here, not a technical/process visual. You want your audience to feel the sense of relief that your user will experience after using your product/service.



Your  
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here.

# Brand Splash



“INSERT YOUR  
AMAZING PRODUCT  
CLAIM HERE”




[INSERT YOUR TAGLINE HERE]

SELL YOUR BRAND

**Tip:** Imagine your brand had a billboard. What would it look like?

Your  
logo  
here.

# Product & Packaging

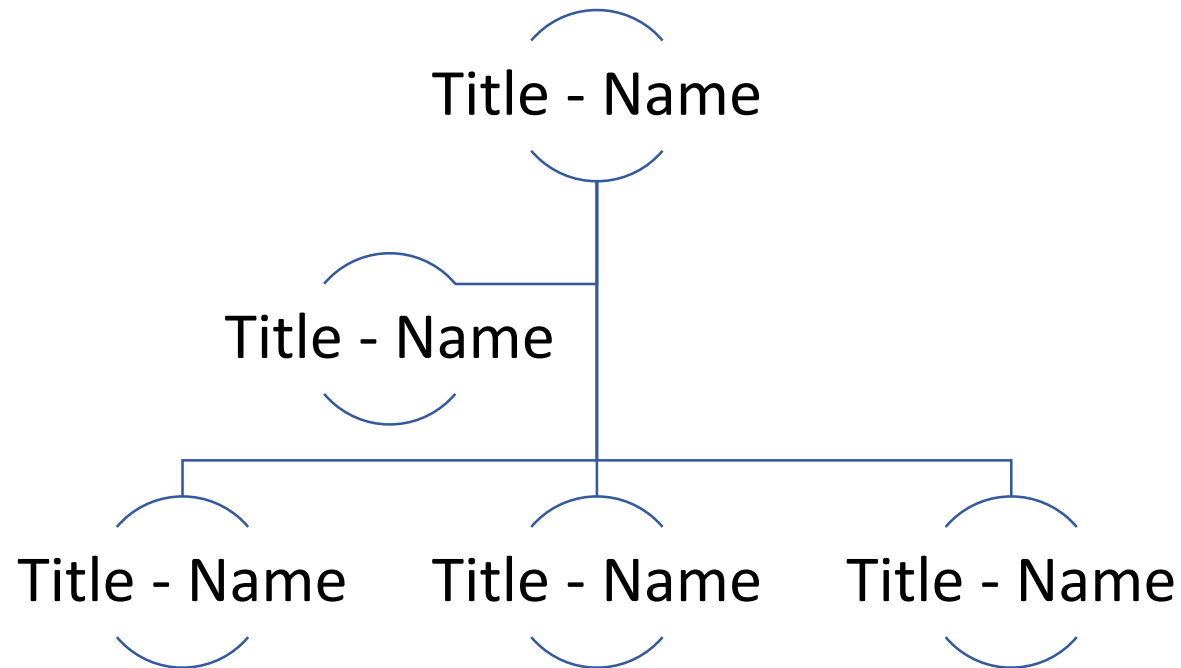
			
Product Name	Yellow Yella	Blue Boma	Tangerine Tango
Purpose	Conditioner	Shampoo	Moisturiser
Retail Shelf Price (Inc VAT)	R 74.99	R 84.99	R 79.99
Wholesale Price (Ex VAT)	R 48.99	R 56.99	R 52.99
Cost Price (Ex VAT)	R 29.99	R 34.99	R 31.99
Cost Price (Inc VAT)	R 34.49	R 40.24	R 36.79
Competitor Product	Dove Conditioner	Dove Shampoo	Dove Moisturiser
Product Shelf Life	12 months	10 months	18 months
Packaging Configurations	2 Pack	Singles	Singles, 3 Pack

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here.

# Team

Who are your team (use the organogram below)?

What skills do you have to qualify you to deliver this product/solution?



# What's Next

What is your vision?

What are your short term goals?

What must be true for you to achieve those goals?

What are your resource needs?

What are your funding needs?

## ASK YOUR ASK

**Tip:** Be clear about where you're going and what help you need to get there:  
Do you need funding, market access, supplier connections, etc?



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here.

# Thank You

END.

Contact: Name Surname

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