### Play #1 Exercise: Your Idea

Using the information in this Play, answer the following. Be as detailed as possible and use as much space as you need.

1. Using as many details as possible, describe your idea for a product or service.
2. Is your idea brand new, or is it an improvement on an existing product or service? Either way, explain your rationale for the idea.
3. Explain how your idea will benefit customers. Why will people buy your product or service?
4. Does your idea solve a problem? Is it innovative? Is it unique? Explain your reasoning (and remember that ideally, your idea will be all three).
5. Have you had discussions with multiple people to get their reactions and opinions regarding your idea? If not, do so as soon as possible, taking notes or recording the reactions. Transcribe the notes/recordings (along with who said them) here.