



Choose a Category

Use the **checklist** to identify the category where your idea falls



Product Design

Something that:

- people will use
- could be marketed
- has value on its own



Business Concept (For-Profit or Non-Profit)

A way to:

- serve individuals, other businesses, or communities
- deliver services
- sell products



Marketing Campaign

An effort to:

- have an impact on a lot of people or a specific group of people
- persuade people to change something about themselves or their behaviors
- develop awareness

Ready to Create your concept? Choose ONE of the categories below.