

Oregon 4-H Business/Entrepreneur Product or Service Explanation Card

Participant Name: _____

Class number: _____ Age: _____ County: _____

Front of this form is for use if the exhibit is a product; the back is for if the exhibit is a service.

If the exhibit is a Product:

What is your product?

What is the problem you were trying to solve? (Why did you develop this product?)

What is unique about your solution?

Who is your target customer for this product?

What did you enjoy the most about making the product?

What challenges did you have when making the product? Would you do anything differently next time? If so, what?

If you were to sell the product, what would be the price?
How did you decide on the price?

What market research did you complete to determine a market opportunity?
What is your market opportunity?

If the exhibit is a Service:

What is your service?

What was the problem you were trying to solve?

What is unique about your solution?

Who is your target customer for this service?

Why should other people care about this service?

What market research do you complete to determine your market opportunity?

What do you enjoy most about providing this service?

What challenges did you have in learning the skills needed to provide this service? Would you do anything differently next time? If so, what?

What would you charge for this service? How did you determine the price?