Market Study - Prototype Test – Website – Online Catalogue
For Talent and Innovation Awards

***The following format is required to present the report of the Prototype Test (Market Validation)***
***TIC Americas will not receive reports longer than 32 Pages in Arial 11 Format***

<table>
<thead>
<tr>
<th>Company Website</th>
<th>Company Online Catalogue</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Provide the URL / Address to the Company’s Website and Online Catalogue.</td>
<td></td>
</tr>
<tr>
<td>• Both, company website and online catalog can be developed using he DIY tool provided by YABT or your own and existing websites.</td>
<td></td>
</tr>
<tr>
<td>• The online catalog is mandatory and can be part of the company website.</td>
<td></td>
</tr>
</tbody>
</table>

Teams should provide the URL of the website in the space within the platform.

**Product Introduction**

No more than 500 words (concrete and concise), including:

- Name
- Concept
- Features
- Application
- Size

- Standard and Variables / Categories
- Resources / Composition
- Patent (if applies)
- Technology
- Pictures (at least five)
- Price

**Interviews records**

- Interview at least five potential clients.
- Present Record of the meetings. (Transcripts of Questions and Answers)
- Contact Information and reason why that potential customer was chosen.
- Pictures of the team interviewing each potential customer. (if available)
- Feedback and suggestions from the potential customers interviewed.

**Market Study Report**

Conclusions of the market study.

**Prototype Test Report**

Conclusions of the test and analysis of results.

*This document is just a template – please follow this format (create another document) and upload it in the “Uploads” section of your space in www.ticamericas.net*