

# Prospectus Guidelines for New Product Proposals

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The ideal prospectus includes a convincing rationale for the new product, a strategic plan for its development, and a clear focus on its targeted market. A carefully prepared prospectus will explain why you believe in the idea, and it will address these issues:

## 1. The Market

- For what market is your product intended?
- What is your best estimate of the number of students in your province who take this type of course per year?
- What is your best estimate of the national annual enrollment?
- Please identify the course number and enrollment that your product would fit at your institution.
- Do you perceive your product as a viable candidate for the U.S. or world market? Why?
- What is the level? (1st year, 2nd year, senior, graduate)
- Which courses would be the most likely targets?
- What prerequisites, if any, are there?
- What kinds of students take the course? Are they primarily majors, non-majors, or both?
- What is the length of the target course?
- Is the proposed product intended to be the primary course learning resource or a supplement?
- What trends are likely to affect the development and marketing of your product? (For example, changes in enrollments, course content, or use of pedagogical/ancillary materials?)
- Are there additional markets for your product beyond Canadian classrooms? (For example, book clubs, professional bodies, international publishers, etc.)

## 2. The Competition

- What learning resources are you presently using in this course?
- What are the major competing products?
  - Specify the author(s), title, publisher, and available supplements or ancillaries for each competitor.
  - What is the perceived market share of each?
  - What are their strengths and weaknesses and how do you propose to address them in your plan?

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## 3. The Content

- How will your product's coverage be similar to and different from that of major competitors?
- What characteristics will your product share with current market leaders?
- What distinctive approaches to topic coverage will your product have?

## 4. The Format

- How will your products be used by the student (ie: online, print, mobile devices)?

## 5. The Pedagogy

- Do you plan to use a specific teaching strategy or pedagogical approach? If so, how will it be implemented?
- What innovations and competitive advantages will your product offer?
- What special features do you plan? (For example: assignments, interactives, summaries, boxes, short or long cases, running cases, video cases, problem material, built - in - study guide, readings, photo essays, etc. Be sure to describe these in as much detail as possible.)

## 6. Instructor Supplements

- What ancillary materials for instructors do you anticipate will accompany your product? (For example, instructor's manual, test banks, electronic presentations, videos, etc.)
- How will the ancillary package differ in quality and elements from those offered by key competitors?
- Do you propose to develop these supplements yourself?

## 7. The Competitive Edge & Distinguishing Features

- Given the targeted market, your review of major competition, and your project plan, what unique advantages will your product offer to potential adopters?
- Specifically, how will your product surpass current offerings?
- How will your project address course instructor needs not successfully met by competitors?

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## 8. The Schedule

- What is your anticipated schedule for development and market launch of the product?

## 9. Special Considerations

- Are there special considerations in development, production, or marketing strategy that we should take into account in evaluating your idea? (For example, market research, use of consultants, etc.)

## 10. Author Expertise & Background

- Please enclose a C.V. describing your credentials: writing, teaching, and recent experience, degrees and affiliations, special qualifications, and awards.

Note: Please also share a table of contents and/or sample content if available.