Product Development Skit

**Scene 1:**

*Developer*: Monologue on how you came up with the product. You are talking to yourself and you have an “Aha!” moment about the product.

**Scene 2:**

*Developer to Investor:* The Developer goes to the Investor’s office and has to sell the product to the developer. He has to PERSUADE to Investor to spend money on this product.

-Why should Investor spend money on this product?

-What makes this product stand out against competitors?

-How much money will it cost the Investor?

Both parts have 5 lines in Scene 2, for a total of 10 lines.

**Scene 3:**

*Developer and Investor to Marketing Rep:* Both the Developer and Investor go to the Marketing Rep’s office to discuss how they will advertise the product.

-How much of the Investor’s money will go towards Advertising?

-What will the slogan and color scheme be in Ads?

-What demographic will the product be sold to?

All 3 parts have 5 lines in Scene 3, for a total of 15 lines.