

PRODUCT DEVELOPMENT WORKSHEET

Please complete both sections below **for each Product Type** you list on your platform.

For example, “Buy to let” is one product type; “Buy to renovate and sell” is a different product type; “Buy to renovate and extend leasehold to sell” is still another product type

Company: _____ Date of Completion: _____

Product Type: _____ Indicate: **MANUFACTURER** or **BOTH DISTRIB+MANUF**

FIRST STEP: Describe the investor your product will be designed for

Factors to consider	Your response
What type of client populates your market?	
What is their level of knowledge and experience?	
What is their financial situation, and their ability to bear losses?	
What is their risk tolerance -- is it compatible with the product's risk/reward profile?	
What are the objectives of potential clients?	
What are the needs of potential clients?	

SECOND STEP: Based on the responses to the section above, complete the New Product Audit table

New Product Audit steps	Your response
Describe the target market this product is suitable for, and who it is not suitable for <i>N.B., This should be a summary of the steps above</i>	
Describe how the product has been designed to meet the needs of the target client	
Describe distribution strategy that is consistent with target	
Describe results of scenario analysis and stress testing	
Describe how you will manage conflicts of interest, including remuneration	
Describe how you have considered macro risks before launch	
Describe the plan for regularly reviewing the product to confirm it is fit for the purpose and client described here	
Identify events that could affect risk/return and take appropriate action	

THIRD STEP: Confirm the platform reflects the additional product type

	Overall company/product description on site
	App test
	Risk warning/risk page
	Investment process
	Transactional/auto-generated emails

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Company: _____ Date of Completion: _____

Product Type: _____ Indicate: **DISTRIBUTOR ONLY**

FIRST STEP: Describe the investor your product will be designed for

Factors to consider	Your response
What type of client populates your market?	
What is their level of knowledge and experience?	
What is their financial situation, and their ability to bear losses?	
What is their risk tolerance -- is it compatible with the product's risk/reward profile?	
What are the objectives of potential clients?	
What are the needs of potential clients?	

SECOND STEP: Based on the responses to the section above, complete the New Product Audit table

New Product Audit steps	Your response
Describe the target market this product is this suitable for, and who it is not suitable for <i>N.B., This should be a summary of the steps above</i>	
Describe how the product has been designed to meet the needs of the target client	
Describe distribution strategy that is consistent with target	
As a Distributor indicate evidence you have collected to confirm that the manufacturer has documented the results of scenario analysis and stress testing	
Describe how you will manage conflicts of interest, including remuneration	
Describe how you have considered macro risks before launch	
Describe the plan for regularly reviewing the product to confirm it is fit for the purpose and client described here	
As a Distributor indicate evidence you have collected to confirm that the manufacturer has identified events that could affect risk/return and takes appropriate action	

THIRD STEP: Confirm the platform reflects the additional product type

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	Investment process
	Transactional/auto-generated emails