



# simple design works

A strategic product  
design agency

Our mission is to create impactful  
new products for business growth

## Idea Submission Form

At Simple Design Works, we combine strategic thinking with design expertise to turn bold ideas into commercially successful products.

This form helps us get under the skin of your idea so we can arrive prepared, aligned and ready to have a meaningful, focused conversation from our very first meeting.

We look forward to learning more about your vision.

Trusted by leading brands





Completion time: 5 to 10 minutes | All information protected under NDA

Step 1:  
Contact essentials  
(20% complete)



Full name

Email

Company

Your role

Website

Direct phone number / WhatsApp

Time zone

Preferred contact method

Step 2:  
Organisation  
snapshot  
(40% complete)



Organisation type

Industry / sector

Team size (including founders)

Development maturity

Step 3:  
Project overview  
(60% complete)



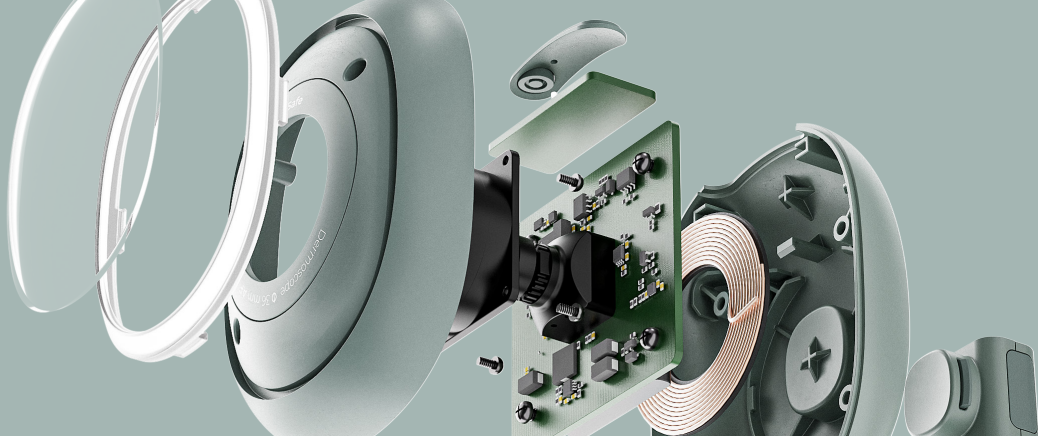
Project title

Concept snapshot

Support needed

- ☐ Market and opportunity analysis
- ☐ Value proposition and business model definition
- ☐ Feasibility study (technical and commercial)
- ☐ Concept validation (user and stakeholder)
- ☐ Engineering architecture and technical embodiment
- ☐ Design for manufacture and assembly (DFMA)
- ☐ Cost engineering and optimisation
- ☐ Supply chain strategy and partner sourcing
- ☐ Go-to-market and promotional assets
- ☐ Other





**Step 4:**  
**Strategic and**  
**commercial detail**  
(80% complete)



Target customer segment

IP status

Target customer details (brief description)

Value proposition

Price positioning

Main competitors

Evidence of demand

- |   |  |
|---|--|
| <input type="checkbox"/> None yet – hypothesis only             | <input type="checkbox"/> Online A/B tests                  |
| <input type="checkbox"/> Desktop research and market sizing     | <input type="checkbox"/> Crowdfunding commitments          |
| <input type="checkbox"/> Qualitative interviews and ethnography | <input type="checkbox"/> Signed letters of intent (LOIs)   |
| <input type="checkbox"/> Quantitative surveys                   | <input type="checkbox"/> Paid pilot sales                  |
| <input type="checkbox"/> Observational field studies            | <input type="checkbox"/> Existing revenue or usage metrics |
| <input type="checkbox"/> Concept or focus-group testing         |  |

**Step 5 :**  
**Budget and timing**  
(100% complete)



Greatest project constraint

Primary strategic priority

Funding status

Desired kick-off date

Critical launch deadline

**Thank you for taking**  
**the time to share**  
**your idea with us!**



We will review your form and contact you to book a discovery call to discuss your concept proposition in more detail.

Submit by email to: [hello@simpledesignworks.co.uk](mailto:hello@simpledesignworks.co.uk)