



A strategic technical 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

Design for manufacture and assembly

Value proposition and business model definition

Cost engineering and optimisation

Feasibility study (technical and commercial)

Supply chain strategy and partner sourcing

Concept validation (user and stakeholder)

Go-to-market and promotional assets

Engineering architecture and technical embodiment

Other



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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

None yet - hypothesis only

Online A/B test

Desktop research and market sizing

Crowdfunding commitments

Qualitative interviews and ethnography

Signed letters of intent (LOIs)

Quantative surveys

Paid pilot sales

Observational field studies

Existing revenue or usage metrics

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