

Concept Diagnostics

Read in order. 1st, is the idea clear? Then is it meaningful? Lastly is it unique and offer value?

Concept Description

This is the marketing message used to persuade a person to purchase a unit. These words are used to calculate the concept score below.

Unit Price

Ideas need to include the cost to the purchasers in order to include price and value into the calculation.

MERWYN 101 Truth Teller - Concept Screening							
1. Clarity <i>What's the idea?</i>		2. Meaningfulness <i>Why should I (the customer) care?</i>		3. Uniqueness <i>What's the news?</i>		Meaningful Uniqueness <i>Overall Success Ratings</i>	
WRITING Clarity	5th Percentile	Benefit PROMISE	35th Percentile	Overall Uniqueness	55th Percentile	Probability of Success	37%
IDEA Clarity	40th Percentile	Product/Service PROOF	30th Percentile	Uniqueness Value for the money	40th Percentile	Word of Mouth BUZZ Multiplier	40th Percentile

Vengo/Solo Wood-Fired Pizza Cart

Mobile wood-fired pizzas for professional chefs

The Vengo/SOLO Mobile Wood-Fired Pizza Cart is the only patented, mobile wood-burning oven on the market. The cart is designed for ease-of-use in transportation, set-up and operation, allowing maximum flexibility in the ability to locate (on-site) at many diverse venue and event locations.

The oven's unique design (40-inch diameter) has the ability to cook at high temperatures (800-1000 degrees) in maximizing heat retention and throughput while maintaining the highest food quality. Up to 4 pizzas (10-inch) can easily be accommodated in the oven at one time, cooking in approximately 2-3 minutes. The entire cart is custom fabricated with food-grade stainless steel in providing durability and sleek appearance and is also registered and compliant with several major health departments.

The cart's design is ideal for both public vending or private events in accommodating small or large venues, and can be efficiently staffed with one or more operators depending on the size of the event. There are no utility requirements as oven cleanly and efficiently burns 2-3 pieces of standard firewood (18-20 inches in length) per hour. The cart/oven can be set-up and ready to operate and within one hour of arriving at any event and the cart can be shut down, hooked up and ready-to-go at the end of an event in less than 20 minutes.

The cart can cook 3-4 pizzas (up to 10" pizza) at one time as the overall throughput can be 30 pizzas per hour depending on the skill level of the operator(s). Based on this throughput, the average recognized gross revenue is dependent on the event size and pizzas produced.

For private events, pricing is similar to a caterer and priced on a per person basis. For example, a party of 200 people served for a two-hour period at a private venue (\$ 10/person average) would yield \$ 2,000 in gross revenue for the event. Smaller groups warrant a higher price per person as parties under 100 people average \$ 15 -20 per person for the same serving time period. Pricing will vary based on various markets and is competitive with caterers as the uniqueness of the cart and high-end quality gourmet pizzas produced have established a strong reputation in this market.

Additional information, photos and testimonials can be found at the SOLO Pizza website at www.pizzacart.net.

Cost: \$19,700 for one cart
Final Decision Maker: Caterers, Resorts and Food Service Entrepreneurs

IDEAS & ADVICE

From the Merwyn Research Team. Testers of 24,000+ Ideas.

- Consider a rewrite to make it easier to understand your idea.** Speak onto the page. What would you say in person. Write that. Your writing clarity and idea are being lost. You may have a much better idea here than the results indicate - but we won't know until you make it clear.
- Consider thinking from the customer's perspective.** If you were buying a Vengo/Solo Wood Fired Pizza Cart "why would you care?" What would it do for you? What would be the reason you would be excited about the cart?
- Consider simplifying the explanation of how the cart works to the fewest most impressive elements.** Think WHY is it that this pizza cart works better than any other. What really, honestly makes it work great?

Concept Score
Overall Probability of Success ranges from 10 to 90. The number represents the odds of sustained success. NOTE: Most ideas get LOW scores - especially at the start - because most ideas fail. Average is 29 and then goal is to score above 50, so odds are in your favor. Also the word of mouth measure is based off of clarity, benefit and uniqueness and gives you the percentile of how likely a purchaser is to tell another person.

Ideas & Advice
Honest and straight forward advice on how to improve your innovation and increase your odds of success. Written by Doug Hall or Merwyn Research experts.