



# DESIGN VENTURA 2022-23

Bringing the business of design  
to life with Deutsche Bank

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## Design Ventura 2022-23 Brief Criteria Student Check List

Team Name:

Date of Review:

You have:

Tick

Addressed one of the specified target user groups

Come up with an original idea that 'improves everyday life'

Produced an idea appropriate for the Design Museum Shop

Produced a product that looks nice (aesthetically pleasing)

Produced a product that works well and meets a need

Conducted research to support your idea

Tested your idea with your target audience

Identified a USP for your product

Created a name for your product

Come up with marketing ideas that will attract your target audience

Identified materials for the production

Identified manufacturing processes for batch production

Considered ethical and environmental implications

Included steps to minimise the negative impact on the environment

Produced sensible and evidenced costings for your product

Shown how you will make a profit from the sale of your product

Ideas for improving your product based on the above:

the  
DESIGN  
MUSEUM

+

BORN TO BE  
The Deutsche Bank youth  
engagement programme

