



Cereal Project - Product Description & Planning Guide

Your Name:

What Day & Core are you in STEM-Biz?

What is the name of your cereal?

What does your cereal taste like? What flavors are involved?

Why Did you choose this option?

What will your cereal look like?

What did your research data say about this decision? Agree, disagree, support? ([Link your results](#))

What need does this fill in the consumer cereal market?

Is there currently a cereal on the market that is just like yours? If yes, name them.

Brainstorm a few ideas for slogans...

- 1.
- 2.
- 3.

Brainstorm a few ideas for a trade character or mascot...

- 1.
- 2.
- 3.