Daily living aids
Parkinson’s UK expression of interest form

Please complete and return this form to Parkinson’s UK if you are interested in working with the charity to sell daily living aids. Based on the responses provided, Parkinson’s UK will decide if or how to move forward and may request an initial meeting.

About you

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| Name and position  | Contact number or email  |
| Company name and purpose – are you an individual developing the product, a start-up company or an established company? What is your role in the company and background? |
| Do you have any direct experience with Parkinson’s? |

About the product

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| What is the business case?  |
| What does the product do? |
| What is the unique selling point? Are there any other products doing the same thing in the marketplace? |
| If there are other products in the marketplace what makes your product different? |

Stage of development

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| What stage is the product at, concept or consumer ready?  |
| If still in development stage how much influence would we have to shape it? |
| If consumer ready what is your retail pricing model? |
| If the product is not consumer ready have you contacted a test house to see if the product needs to conform to any specific standards? Yes/NoWill the product need to be CE marked? Yes/No |

The target audience

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| Who is the target audience? Please be as specific as possible. |
| Have you carried out market research to establish if your audience has a need for this kind of product? If yes, please provide details.  |
| Is the product intended to be Parkinson’s-specific? If so, how will it benefit people affected? |
| Is there any other information you would like to share at this stage? |

Promotion and launch

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| How do you plan to launch or promote the product to the target audience? |
| What are the key measures of success? |

Data handling

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| What data, if any, is collected through the product? If the answer to this question is no, please bypass the rest of this section of questions. |
| Who would ‘own’ and be responsible for the data? |
| How will the data be stored? What measures would be in place to ensure sensitive data is held securely? |
| Who will have access to the data?  |
| How will the data be used? |

Our involvement and other stockists

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| Why do you want to work with Parkinson’s UK? |
| Why should we get involved? How would the product add value to what Parkinson’s UK already sells?  |
| What involvement are you looking for from Parkinson’s UK?  |
| Are there any other charities or other stockists involved at this stage? Are you intending to increase the number of stockists? |