



PRODUCT CONTRACT

Product Description: portable flameless food heater

Intended User: casual campers + backpackers

Potential Client: REI, NEMO, Sports Authority, EMS

Customer need	Metric	Value
Durability	Cooking cycles	100 cycles
Compact	Dimensions	4.5"x 6" inner pot; 6.5"x 8" outer
Heats food	Time	10 minutes
	Temperature	75C change from 20C water
Retains heat	Time	7 hours
Food capability	Volume	1 quart
Quick cleaning	Time	2 minutes
Safety	FDA approved	yes
Easy to carry	Handles + grips	yes
Disposable packet	biodegradable	1 week to degrade
Affordability per cooking cycle	Packet cost	\$0.50 (manufacture); \$1.99 (user)
	Cost of Qook	\$49.99