



VISION STATEMENT

Crisp summary of the vision / idea.



TARGET GROUP

Which market segment does the product address?

Who are the target users and customers?



NEEDS

Which needs does the product fulfil?

How does it create value for its users?

Which emotions will it evoke?



PRODUCT

What are the three to five top features?

What are its unique selling points?



VALUE

How is the product going to benefit the company?

Will it, for instance, increase revenue, enter a new market, develop the brand, reduce cost, create valuable knowledge?



COMPETITION

Who are product's main competitors?

How does it differ from them?

What are its strengths and weaknesses in comparison?



CHANNELS

How will the customers get hold of the product?

Which channels work best?



PRICE

How much are the customers willing to pay for the product?

What is its target price?