



**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?