

Product Blueprint Deliverable Template

[make a copy of this on your drive then use]

The Product Blueprint is the deliverable for the Product Design Grant. **Please make a copy of this document and fill it in as you would like.** Feel free to create diagrams, videos, and any other supporting materials that you would like to respond to each question. Simply ensure you include all relevant links in this document and ensure they are publicly viewable.

PLEASE NOTE: *Regardless of whether an individual applies for a design phase grant or not, these components are required to apply for the larger Build grants. It is essentially the application for the builder grant. The goal is to reduce the risk of unfeasible projects advancing to the build phase.*

1. **Clickable Prototype (Mockup):** Visual, interactive representation of the product to demonstrate functionality and design. This prototype is the most significant part of the product blueprint! It will allow you to receive feedback on your project prior to development and serve as the primary tool developers will use to build your product if you apply for a Build Grant. A clickable prototype gives stakeholders, designers, and developers a way to understand the flow, layout, and design of a product. This prototype is purely for visual purposes and doesn't perform any actual functionality. **A list of requirements for the clickable prototype can be found [here](#).**
2. **Success KPIs (Key Performance Indicators):** Specific metrics that will be used to measure the success of the project once launched. These KPIs should be measurable.
3. **Market Analysis:** Since submitting your product design application what additional market research and analysis has been done? Including target market, potential demand, and competitive positioning. Has any of this changed?
4. **Go-To-Market Strategy:** A detailed plan on how the product will be launched, marketed, and distributed to reach the target audience. What key metrics are vital to your business growth? What channels will you use to reach your customers? Who are your targeted customers/users? Who will be likely to be an early adopter?
5. **Technical Specifications:** Detailed description of the technological requirements, software architecture, tools, and platforms that will be used.
6. **Budget Estimate:** A detailed breakdown of costs for the build phase, including resources, materials, and labor. Feel free to include a link to an excel spreadsheet that is publically viewable.

7. **Milestone map/timeline:** A project timeline with phases, milestones, and estimated completion dates for each stage of the build phase. You may make a copy of the same [milestone tracker](#) used during submission of your product design grant application.
8. **Impact Assessment:** What is the projected impact of this project? How will it benefit and grow the Voi community and ecosystem?
9. **Revenue:** How will you generate revenue? What are your revenue goals?
10. **Risk Assessment:** Identification of potential risks and challenges with proposed mitigation strategies.
11. **Stakeholder Analysis:** Identification of key stakeholders involved or affected by the project, along with strategies for engagement and management.
12. **Regulatory Compliance:** Analysis of any legal or regulatory requirements the project must adhere to, and how these will be addressed.
13. **Sustainability Plan:** Considerations for how the project will be maintained and supported long-term, including any environmental impacts.