

Product Brief

Users Who are your target users?	Top Pain Point What is the top pain point your users are experiencing?

Market Gap	
Are you reaching an underserved part of the market? If so, describe:	
What is your major differentiator? Describe:	
Are you offering a product at a lower price point or different pricing model? If so, describe:	

Gain	Pain
Gain 1	Pain 1
Gain 2	Pain 2
Gain 3	Pain 2
Gain 3	

Value Proposition Statement

We help (x) do (y) by doing (z)

Scope of MVP Describe what you will build. Make sure it is the simplest possible solution.	Next Steps With your MVP plan in hand, what's next? Do you need to hire a development team or put together a final budget?