

Product Visioning

Part 1. Create an elevator pitch

1. What's your problem? Write it as a question. Remember, you don't need a solution yet, but you might have some working ideas.

Identify the following:

For	Target Customer:
Who	Statement of Need:
The	Product/Service/Project Name:
Is a	Product Category:
That	Product Key Benefits, Compelling reason to buy or engage in solution:
Unlike	Primary competitive alternative:

Our
product
(or Plan)

Final Statement of primary differentiation: