

Messaging area / question	Key message(s)		
What is it? <i>Not what it provides or does, but what IS it? This is a definition of the product and should define the category or product area.</i>			
What does it do? <i>What does this product do or provide or enable for the customer?</i>			
So what? <i>Why should customers, partners, or the market care? This can address the key market pains or trends.</i>			
Who is the target customer? <i>Top 3 buyer personas we should focus on for this customer</i>	Ex #1: Developer	Ex #2: Systems Administrator	Example #3: Enterprise Architect
What is the key customer challenge related to this? <i>What is the key challenge by persona. Think of this as the problem statement for the customer.</i>			
How are they solving that challenge today? <i>What less efficient, or more painful solution are they using today..</i>			
What are the main customer benefits (or business outcomes) of using this product to solve their challenge? <i>Think of these as the main value props for the customer. Should be no more than 3.</i>			
What are key customer scenarios or use cases?			
What are key features / components?			
How is it different or better than similar solutions? <i>Competitive edge. Why would a customer want to work with us instead of someone else? Competitive edge. Why would a customer want to work with us instead of someone else?</i>			