

PRODUCT VISION

HOW TO USE THIS

Capture the essential pieces of your product vision and craft your vision statement

1 IDENTIFY BUILDING BLOCKS

TARGET CUSTOMERS

Who are the people that will use your product/service?

PROBLEM TO SOLVE

What problem or need do the customers experience?

SOLUTION

How are you going to solve the customers' needs/problems? What product/service is it?

2 DEFINE YOUR BUSINESS PROPOSITION

BUSINESS GOALS

How would your business benefit from this product/service?
What's the revenue model?

CUSTOMER BENEFITS

What benefits will users gain from using this product/service? Why should they care?

UNIQUE ADVANTAGE

Why is this different? What's your unique advantage compared to other solutions?

3 DEFINE YOUR PERSONAL GOAL

WHAT'S IN IT FOR ME

What's the BIG goal you are trying to achieve? Why would YOU do this?

VISION STATEMENT

HOW TO USE THIS

The vision statement allows you to share your product vision in a short and compelling way

FOR _____
(target customer)

WHO NEEDS _____

(customer need or problem-to-solve)

(product name)

IS A _____
(market category)

THAT _____

(one key benefit)

UNLIKE _____

(alternative solutions to the problems)

OUR SOLUTION _____

(unique differentiator)