<Project Name>

Vision

# Introduction

# Positioning

## Problem Statement

|  |  |
| --- | --- |
| The problem of | [describe the problem] |
| affects | [the stakeholders affected by the problem] |
| the impact of which is | [what is the impact of the problem?] |
| a successful solution would be | [list some key benefits of a successful solution] |

## Product Position Statement

|  |  |
| --- | --- |
| For | [target customer] |
| Who | [statement of the need or opportunity] |
| The (product name) | is a [product category] |
| That | [statement of key benefit; that is, the compelling reason to buy] |
| Unlike | [primary competitive alternative] |
| Our product | [statement of primary differentiation] |

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