

<Project Name>	
Vision	Date: <dd/mmm/yy>

<Project Name> Vision

1. Introduction

2. Positioning

2.1 Problem Statement

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

2.2 Product Position Statement

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