

Product name:

Growth goal:

Timeframe:

Budget:

## Customers

Industry

Motivation

Geography

Department

Role

## Positioning

Category

Sub-category

One-line description

## Research

Market

Customer

## Marketing channels

Free

Paid

## Metrics

North star

KPIs

## Messaging

Features

Benefits

## Sales strategy

## Pricing strategy

## Competitors

Direct

Alternatives

Outcomes