

Vision

- What is your purpose for creating the product?
- Which positive change should it bring about?



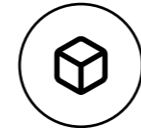
Target Group

- Which market or market segment does the product address?
- Who are the target customers and users?



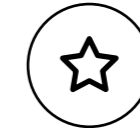
Needs

- Which problem does the product solve?
- What benefit does it provide?



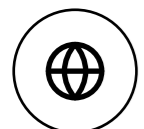
Product

- What product is it?
- What makes it stand out?
- Is it feasible to develop the product?



Business Goal

- How is the product going to benefit the company?
- What are the business goals?



Competitors

- Who are your main competitors?
- What are their strengths and weaknesses?



Revenue Streams

- How can you monetise your product and generate revenues?



Cost Factors

- What are the main cost factors to develop, market, sell, and service the product?



Channels

- How will you market and sell your product?
- Do the channels exist today?