

PRODUCT BLUEPRINT

PRODUCT NAME

23-Mar-2017

Iteration 01

CUSTOMER SEGMENTS	PROBLEMS	SOLUTIONS	ADVANTAGE	SUCCESS CRITERIA
List of target users	Top 3 problems	3 possible solutions for each problem	Something about the possible solution that can't be easily copied or bought	What KPIs will tell you how the solution is doing?
STAKEHOLDERS	EXISTING ALTERNATIVES	CONCEPT	CHANNELS	RESOURCES
Decision makers	How are the problems solved today?	High level concept and message	Paths to customer segments	Who's needed to deliver solutions
EARLY ADOPTERS				
Testers and advocates				
COST STRUCTURE		BUSINESS VALUE		
Fixed and variable costs (internal & external)		What are the benefits of delivering these solutions?		

OWNER: YOUR NAME

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