| Lightbulb and pencil**VISION**  What’s your motivation or inspiration for creating the product?  What positive change or impact will it bring to the world? | | | |
| --- | --- | --- | --- |
| Target Audience **TARGET GROUP**  Which market or market segment does the product address?  Who are the target customers and users? | Heart with pulse **NEEDS**  What problem does the product solve?  What benefits does it bring?  What is its value proposition?  Why will the target group want to buy it? | Box trolley **PRODUCT**  What kind of product is it?  Describe it in 5 features or less.  What makes it stand out?  What are its unique selling points?  Have you done a feasibility study? | Bullseye **BUSINESS GOALS**  How does the product benefit the company?  What are the business goals (e.g., increase revenue, new market penetration)?  What are your targets, and how will you measure performance? |