| 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? |