**PRODUCT STRATEGY
TEMPLATE**

PRODUCT STRATEGY

|  |  |
| --- | --- |
| COMPANY |  |
| LOCATION |  |

|  |  |
| --- | --- |
| Company Overview |  |
| Product Vision Statement |  |
| Business Objectives |  |
| Product Objectives |  |
| Key Results |  |

PRODUCT STRATEGY

Competitive Landscape

|  |  |  |  |
| --- | --- | --- | --- |
| Criteria | Your Company | Competitor A | Competitor B |
| Strengths |  |  |  |
| Weaknesses |  |  |  |
| Pricing Strategy |  |  |  |

PRODUCT STRATEGY

Lean Canvas

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 1. PROBLEM | 4. SOLUTION | 3. UNIQUE VALUE | 9. UNFAIR ADVANTAGE | 2. CUSTOMER SEGMENT |
| Top 3 problems:1. First2. Second3. Third | Top 3 features | Single clear and compelling message that states why you are different and worth buying. | Advantage that can't be easily copied or bought. | Target customers and users. |
| EXISTING ALTERNATIVES | 8. KEY METRICS | HIGH LEVEL CONCEPT | 5. CHANNELS | EARLY ADOPTERS |
| List how these problems are solved today. | Key activities to measure. | List your X for Y analogy. | Path to customers. | List characteristics of your ideal customers |
| 7. COST STRUCTURE | 6. REVENUE STREAMS |
| List your fixed and variable costs. | List your sources of revenue. |

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