

WHO IS THE BUYER	WHAT ARE THEIR PROBLEMS & PAIN	HOW WE SOLVE THE PROBLEMS	WHY ARE WE BETTER
<i>[Persona One]</i>			
<i>[Persona Two]</i>			
<i>[Persona Three]</i>			

VALUE DRIVER	BUYER PAIN	POSITIVE BUSINESS OUTCOMES	REQUIRED CAPABILITIES	WHY [company name]
[Value Driver One]				
[Value Driver Two]				
[Value Driver Three]				
[Value Driver Four]				

CORE VALUE DRIVER STATEMENT

[Company Name] helps [Primary Buyer] to [Core Value] by [Solution]

Value Drivers

1. *[Value Driver One]*
2. *[Value Driver Two]*
3. *[Value Driver Three]*
4. *[Value Driver Four]*

Defensible Differentiators:

- *[Differentiator One]*
- *[Differentiator Two]*
- *[Differentiator Three]*
- *[Differentiator Four]*

CORE SOLUTION STATEMENT - *Label for the problems that the product solves.*

[INSERT HERE]

Solutions

1. *[Solution One]*
2. *[Solution Two]*
3. *[Solution Three]*



Core Buyer Persona

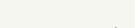
1. *[Persona One]*
2. *[Persona One Two]*
3. *[Persona One Three]*

PRIMARY USE CASE STATEMENT - *Functional customer jobs to be done.*

[INSERT HERE]

Use Cases

1. *[Use Case One]*
2. *[Use Case Two]*
3. *[Use Case Three]*
4. *[Use Case Four]*



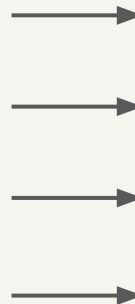
Customer Examples

1. *[Customer Example One]*
2. *[Customer Example Two]*
3. *[Customer Example Three]*
4. *[Customer Example Four]*

CORE PRODUCT VALUE DRIVER STATEMENT

ADD HERE

- Required Capabilities (RC)**
1. [RC One]
 2. [RC Two]
 3. [RC Three]
 4. [RC Four]



- Product Features (PF)**
1. [PF One]
 2. [PF Two]
 3. [PF Three]
 4. [PF Four]

WHAT ARE THEIR PROBLEMS & PAIN	HOW WE SOLVE THE PROBLEMS	REQUIRED CORE CAPABILITIES	WHY WE'RE BETTER & DIFFERENT	POSITIVE BUSINESS OUTCOMES
<i>[Problem One]</i>				
<i>[Problem Two]</i>				
<i>[Problem Three]</i>				

[Persona Two]

WHAT ARE THEIR PROBLEMS & PAIN	HOW WE SOLVE THE PROBLEMS	REQUIRED CORE CAPABILITIES	WHY WE'RE BETTER & DIFFERENT	POSITIVE BUSINESS OUTCOMES
<i>[Problem One]</i>				
<i>[Problem Two]</i>				
<i>[Problem Three]</i>				

[Persona Three]

WHAT ARE THEIR PROBLEMS & PAIN	HOW WE SOLVE THE PROBLEMS	REQUIRED CORE CAPABILITIES	WHY WE'RE BETTER & DIFFERENT	POSITIVE BUSINESS OUTCOMES
<i>[Problem One]</i>				
<i>[Problem Two]</i>				
<i>[Problem Three]</i>				

COMPETITIVE POSITIONING

COMPETITOR	PRODUCT STRENGTHS	PRODUCT WEAKNESSES	HOW WE'RE BETTER
<i>[Competitor One]</i>			
<i>[Competitor Two]</i>			
<i>[Competitor Three]</i>			
<i>[Competitor Four]</i>			
<i>[Competitor Five]</i>			