Proposal for \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

## Problems to Solve

What are the market problems? Are they urgent or critical? Why? If not urgent today, when will they become urgent? Are the problems pervasive? Are people willing to pay to solve the problems?

|  |  |  |  |
| --- | --- | --- | --- |
| Market Problems | Urgent (Y/N) | Pervasive (Y/N) | Willing to Pay (Y/N) |
|  |  |  |  |

## Market Opportunity

What is compelling about this market opportunity? What is the market segment? Do you know how painful this problem is? Are the problems currently being solved or have you uncovered unmet needs? If there are current solutions, why should the company create another solution?

## Market Evidence

Describe the research you have conducted.

## Strategic Alignment

How is this aligned with the corporate, business or product strategy?

## Competitive Landscape

Briefly describe the competitive landscape and the strengths and weaknesses against the competition.

## Investment

Briefly describe the investments (development, marketing, sales) that will be necessary to succeed with this project.

## Impact to Customer

Why will this project improve the customer’s operations (e.g., productivity, cost savings, other)?

## Other factors TO consider

Briefly include other aspects of this project and its risks that should be considered.