

PRAGMATIC | **live**)))

Business Plans Are About Vision, Not Precision



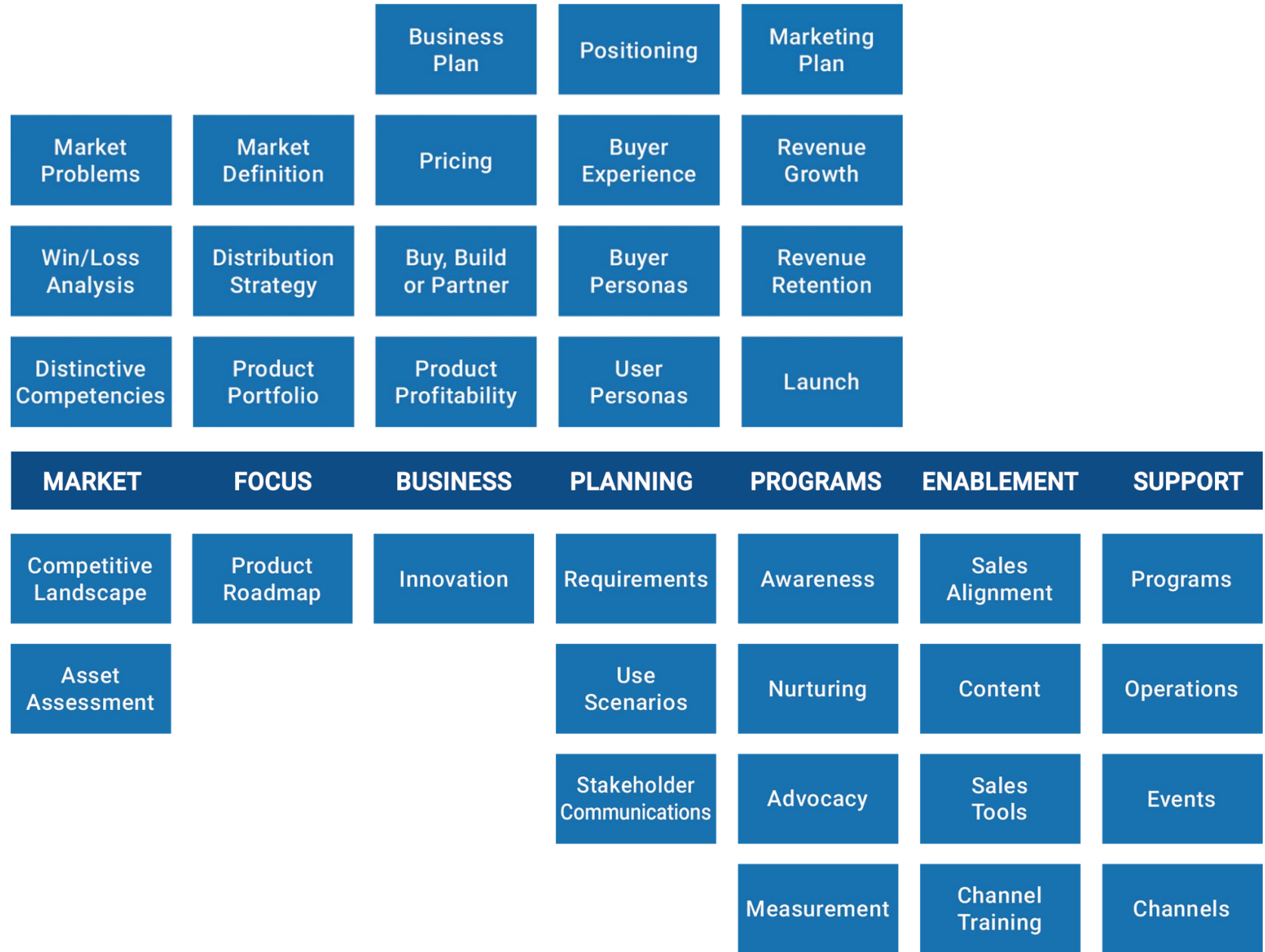
ABOUT US

Experts in technology product management and product.

Specialize in training.

Trained hundreds of thousands of people at companies around the world since 1993.

STRATEGY



EXECUTION

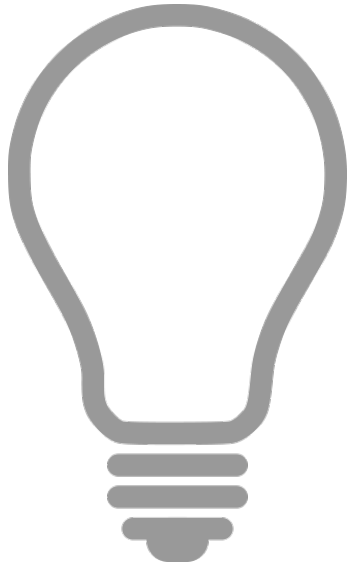


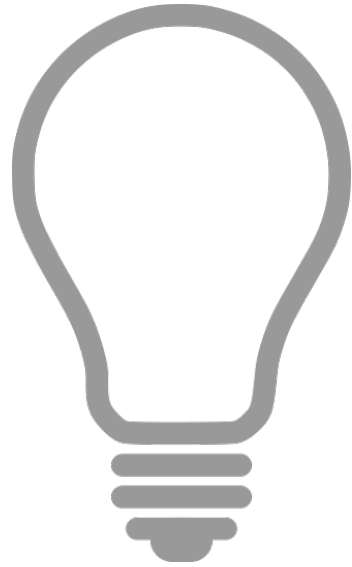
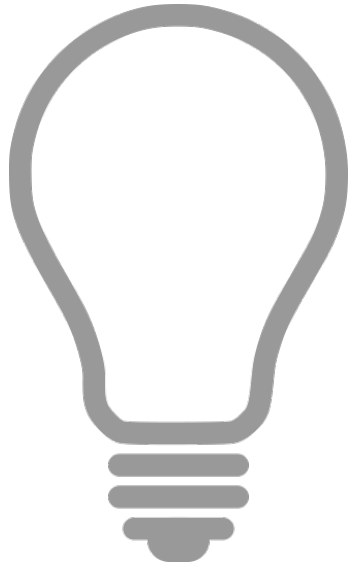
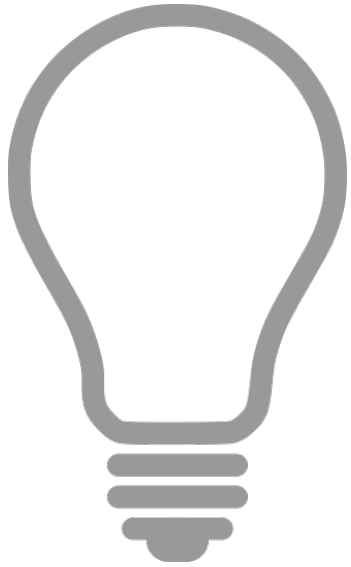


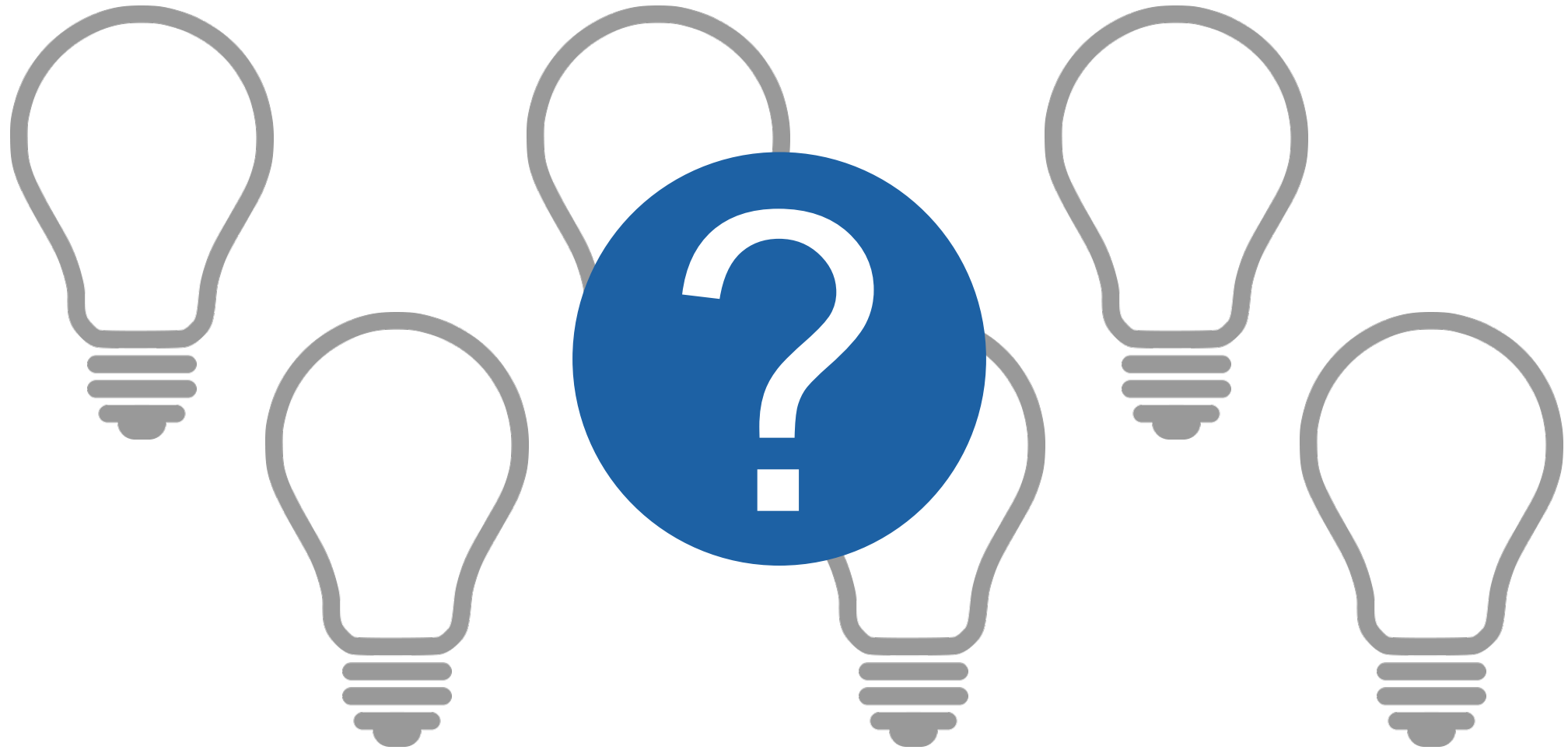
Steve Johnson

- Vice President of Product, Pragmatic Marketing
- Founding instructor at Pragmatic Marketing for more than 15 years
- Founder of Under10 Playbook
- Helped thousands of companies and tens of thousands of product professionals implement product management processes
- Expert in technical, sales and marketing management positions at both hardware and software companies
- Author, speaker and advisor on product strategy and product management













Ideas come from everywhere



Most organizations rush to an evaluation of financial forecasts of costs and revenues before an idea has been clearly defined.

my.com
mypage.com
SKYPE
skype: sambqak



PERSONAL STATEMENT



1.

Listen to Market

Product Canvas

Initial Approval

Y/N

2.

Finalize Numbers

Business Plan

Final Approval

🕒, #, \$



PRODUCT CANVAS

Written by:
Date:

PRODUCT NAME		EXECUTIVE SPONSOR		OPPORTUNITY
BUYER PERSONA Types of buyers with the problem we solve	PROBLEM Our personas are facing a challenge	OPPORTUNITY Why this makes sense for our organization	VISION It's like <product> for <application>	OUR ADVANTAGE We're uniquely positioned because...
USER PERSONA Types of people who will use our solution	ALTERNATIVES How is the market solving today?			KEY METRICS How to measure success
ANTICIPATED SOURCES OF COSTS What teams will be impacted?		SOLD VIA Which channels?	ANTICIPATED SOURCES OF REVENUES How we expect to make money	

Provide just enough to make a decision to proceed.





PRODUCT CANVAS

Written by:
Date:

PRODUCT NAME

EXECUTIVE SPONSOR

OPPORTUNITY SCORE

BUYER PERSONA
Types of buyers with the problem we solve

PROBLEM
Our personas are facing a challenge

OPPORTUNITY
Why this makes sense for our organization

VISION
It's like <product> for <application>

OUR ADVANTAGE
We're uniquely positioned because...

KEY METRICS
How to measure success

ANTICIPATED SOURCES OF REVENUES
How we expect to make money

This document can be completed rather easily. Only spend an hour or so on it.
Use this for approval to move the idea to full evaluation.





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Written by:
Date:

PRODUCT NAME

EXECUTIVE SPONSOR

OPPOR

Each box is a hypothesis to be validated

BUYER PERSONA
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Date:

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How we expect to make money

You've probably already learned these concepts



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What is your positioning?



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Think source,
not values



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Opportunity Scoring using PROVE+SCORE

Can we do it?

Passion

Reputation

Originality in approach

Validated methods

Expertise

Should we do it?

Strategic fit

Competitive advantage

Offering fit

Returns (revenue or cost savings)

Effort to deliver



First “PROVE” your ideas

Factor	Description	Idea 1	Idea 2	Idea 3	Idea 4
Passion	Are we excited about it?				
Reputation	Would our customers expect us to deliver it?				
Originality	Do we have a new way to solve it?				
Validated	Do we have data or research to support it?				
Expertise	Do we have the know-how to deliver it?				
TOTAL					



Then “SCORE” your ideas

Factor	Description	Idea 1	Idea 2	Idea 3	Idea 4
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Validated	Do we have data or research to support it?				
Expertise	Do we have the know-how to deliver it?				
Strategic fit	Is it aligned with our market and product strategy?				
Competitive advantage	Will it impact our market competitiveness?				
Offering fit	Does it fit with our product portfolio?				
Returns	Will it increase revenue or cost savings?				
Effort to deliver	Can we get results relatively quickly?				
TOTAL					



Scoring Ideas (Prove+Score) using binary

Factor	Description	Idea 1	Idea 2	Idea 3	Idea 4
Passion	Are we excited about it?	•			
Reputation	Would our customers expect us to deliver it?	•	•		
Originality	Do we have a new way to solve it?		•	•	
Validated	Do we have data or research to support it?	•	•		
Expertise	Do we have the know-how to deliver it?	•		•	
Strategic fit	Is it aligned with our market and product strategy?		•	•	•
Competitive advantage	Will it impact our market competitiveness?	•		•	
Offering fit	Does it fit with our product portfolio?		•	•	•
Returns	Will it increase revenue or cost savings?	•	•		
Effort to deliver	Can we get results relatively quickly?	•			•
TOTAL		70	60	50	30



First “PROVE” your ideas

LOW

HIGH

Passion

Are we excited about it?



Reputation

Would our customers expect us to deliver it?



Originality

Do we have a new way to solve it?



Validated

Do we have data or research to support it?



Expertise

Do we have the know-how to deliver it?



Then “SCORE” your ideas

LOW

HIGH

Strategic fit

Is it aligned with our market and product strategy?



Competitive advantage

Will it impact our market competitiveness?



Offering fit

Does it fit with our product portfolio?



Returns

Will it increase revenue or cost savings?



Effort to deliver

Can we get results relatively quickly?



Scoring Ideas (Prove+Score) using weights

Factor	Description	Idea 1	Idea 2	Idea 3	Idea 4
Passion	Are we excited about it?	5	3	1	2
Reputation	Would our customers expect us to deliver it?	5	3	2	0
Originality	Do we have a new way to solve it?	2	5	3	0
Validated	Do we have data or research to support it?	5	3	2	0
Expertise	Do we have the know-how to deliver it?	5	2	3	0
Strategic fit	Is it aligned with our market and product strategy?	1	5	3	2
Competitive advantage	Will it impact our market competitiveness?	5	1	3	2
Offering fit	Does it fit with our product portfolio?	1	5	3	2
Returns	Will it increase revenue or cost savings?	5	3	2	0
Effort to deliver	Can we get results relatively quickly?	5	1	2	3
TOTAL		39	31	24	11



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PRODUCT CANVAS

Written by: Steve Johnson

Date: 2017-12-11

PRODUCT NAME ProductMinder		EXECUTIVE SPONSOR David Daniels		OPPORTUNITY SCORE 39
BUYER PERSONA VP of Marketing	PROBLEM Teams continue to have trouble tracking the status of market problems and field requests	OPPORTUNITY Customers frequently request recommendations for tools.	VISION It's like Wikipedia for all product information	OUR ADVANTAGE We already have proven methods and templates
USER PERSONA Product marketing and marketing managers	ALTERNATIVES Paper notes, various generic products	Strategy matrix: New technology/ existing customers		KEY METRICS % of our seminar customers who adopt
ANTICIPATED SOURCES OF COSTS Development, UX resource for defining workflows and adapting existing templates, marketing, sales training		SOLD VIA Direct and web-only	ANTICIPATED SOURCES OF REVENUES Monthly subscription fees; additional training for tool usage	

Adapted from the Business Model Canvas by Alexander Osterwalder



Opportunity scoring helps
prioritize different types of projects
using a common calculation



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Questions?



BAM 2019

Join us for our next
webinar:

Marketing Plan

- Chief Product & Field Marketing Officer, SAP
- Head of Product Marketing, LinkedIn
- Global Head of Product Marketing, Cognizant

JAN Marketing Plan	FEB Advocacy	MAR Innovation	APR Distinctive Competencies
MAY Content	JUN Product Profitability	JUL Launch	AUG Stakeholder Communications
SEP Events	OCT Requirements	NOV Roadmaps	DEC Product Portfolio