

# Product Plan

▼ 1. General

- ▼ a. Product or Service Name
- i.
- ▼ b. Describe the product or service and why it's needed
- i.
- ▼ c. Explain any financing needed to get started
- i.

▼ 2. Growth Prospects

- ▼ a. Describe how this product or service will evolve from Day 0
- i.
- ▼ b. List major milestones
- i.

▼ 3. Market

- ▼ a. Describe the target market
- i.
- ▼ b. How large is this potential market? Is it growing or shrinking?
- i.
- ▼ c. Describe how the customer will buy your product. Directly? Through their manager?
- i.

▼ 4. Competition

- ▼ a. Briefly list the competition. If none, then explain why this product or service is viable.
- i.
- ▼ b. How can you hold onto this market? Discuss your strengths.
- i.
- ▼ c. How easily can another company take your market? Discuss your weaknesses and inherent risks.
- i.

▼ 5. Customer Relationships

- ▼ a. How do you plan to market your product or service?
- i.
- ▼ b. How do you plan to handle sales?
- i.
- ▼ c. How do you plan to handle support?
- i.

▼ 6. Personnel

- ▼ a. Who are you going to need to get started?
- i.
- ▼ b. Who do you see yourself needing in the near or far future?
- i.

▼ 7. Financial Goals

- ▼ a. Briefly describe your financial goals and milestones
- i.