

# 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.