

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.