

Product Strategy Template

In a time where _____ (context)
we believe _____ (belief)
and imagine a world, that _____ (vision)

That is why we are a _____ (organization)
that offers _____ (product/service/solution)
for _____ (customer/client/user)
who want _____ (need/pain/relief)
and search _____ (benefit/value)

Other than _____ (alternatives/competitors)
we are able to _____ (advantage/disruptive feature)

And we will not stop until _____ (mission)

To make sure this becomes reality we have to tackle some hard problems:
_____ (problems)

We might tackle them by: _____ (first ideas)

Therefore, we no longer will: _____ (not to do's)

And we will know things are moving in the right direction if:
_____ (signals/goals)