

# MRD Template

# Executive Summary (A4 1 Page)

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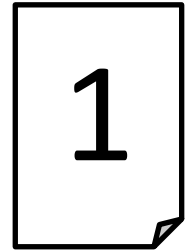
Summary of Summary

Opportunity

Market

Solution

Go/No-Go Recommendation (要包含一段專門寫 Go / No-Go 的建議與原因)



# Summary of Summary

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|                       |                       |
|-----------------------|-----------------------|
| 有很多 (Market Size)     | 這項特性 (Differentiator) |
| 這樣的使用者 (Persona)      | 而不是競爭者的               |
| 願意 (Validation)       | (Competition)         |
| 長期付錢 (Business Model) | 解決他們在某個場景下            |
| 來雇用                   | (Scenario / Market)   |
| 我們 (Team)             | 的某樣問題 (Problem)       |
| 產品 (Solution) 的       | 讓我們賺錢 (Business Case) |

# Competitive Landscape and Market

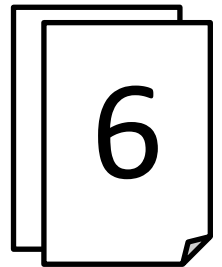
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Business Environment (PEST Summary + 5  
Force Summary A4 2頁内)

TOWS Summary (A4 2頁内)

Target Market (A4 1頁内)

Market Segmentations (A4 1頁内)

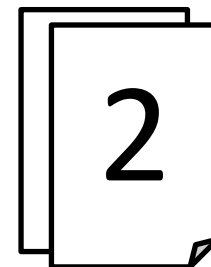


# Business Opportunity

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Unmet Needs / Market Problem (請列3點  
A4 1頁內)

Existing Solutions (請列3點 A4 1頁內)



# Customers and Buyers

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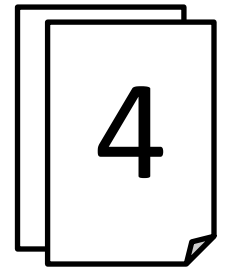
Key Users (3 Personas A4 3頁内)

Customer/Buyer (if different from Key Users)

Maintainer (Internal Customer)

Supporter (Secondary Customer)

Benefactor



# Market Requirement and Business Model

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At least 3 Market Requirements (Align with Persona)

Business Model (from Business Model Canvas A4 1 Page)

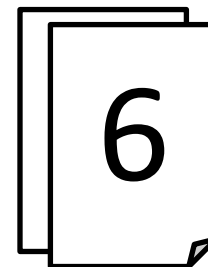
Value Proposition (A4 1 Page)

Product/Solutions (A4 2 頁內)

Market Size (請估計)

Market Validation (A4 1頁內)

Success Metrics (A4 1頁內)



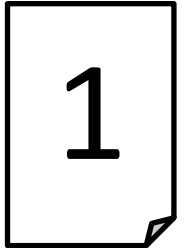
# Risks and Mitigation (A4 1 Page)

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Market

Brand

Legal



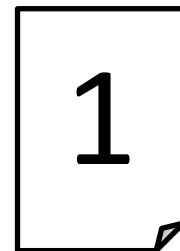


# Project team

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Team Members

各自寫了哪些部分



# 研究結果

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初期研究印證了報告中的哪些部分？

