

# MRD Template

# 不同組織的需求

	“MARKET & BUSINESS DRIVERS”	“USING THE PRODUCT”	“WHAT WE NEED TO BUILD”
<b>Example 1</b>	Market Requirements Doc (MRD)	Product Requirements Doc (PRD)	Functional Spec Doc (FSD)
<b>Example 2</b>	MRD or PRD (Single Combined Doc)		FSD
<b>Example 3</b>	- or MRD	MRD or PRD	
<b>Example 4</b>	-	-	FSD
<b>Example 5</b>	Business Requirements Doc (BRD)	User or Functional Requirements Doc (UCD or FRD)	System Requirements Doc (SRD)
<b>Example 6</b>	- or BRD or Customer Requirements Doc (CRD)	System Requirements Spec (SRS)	

**Examples of Requirements documents**

# Market Requirement Document

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對象: 有資源的人

內容: 這個世界 (**Market**) 為什麼需要這個

目的: 投資這個有可能會獲利

對外: **Pitch Deck, Business Plan**

對內: **MRD, Product Vision Doc**



MRD



Product Vision

## 3 種文件，本質與目的相同

Pitch  
Deck

MRD

Product  
Vision

# 一句話形容 (Elevator Pitch)

有很多 (Market Size)

這樣的使用者 (Persona)

願意 (Validation)

長期付錢 (Business Model) 來雇用

我們 (Team)

產品 (Solution) 的

這項特性 (Differentiator)

而不是競爭者的  
(Competition)

解決他們在某個場景下  
(Scenario / Market)

的某樣問題 (Problem)

讓我們賺錢 (Business Case)

# Presentation Format = Pitch Deck

# Title Page

## Value Proposition

A [product type] to help [target customer] with [#1 problem] by  
[#1 benefit] using our [secret sauce / differentiator].



# The Problem for [Target Customer]

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## Problem 1

Supporting data if available

## Problem 2

Supporting data if available

## Problem 3

Supporting data if available

# [Our Solution]

[Image of your product here]



**Benefit 1**

**Benefit 2**

**Benefit 3**

## Feature/Step 1

Supporting data if available

## Feature/Step 2

Supporting data if available

## Feature/Step 3

Supporting data if available

# Market Opportunity



# Market Validation

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- Traction
- Pre-Order
- Beta Sign-up
- Competitor

# Business Model

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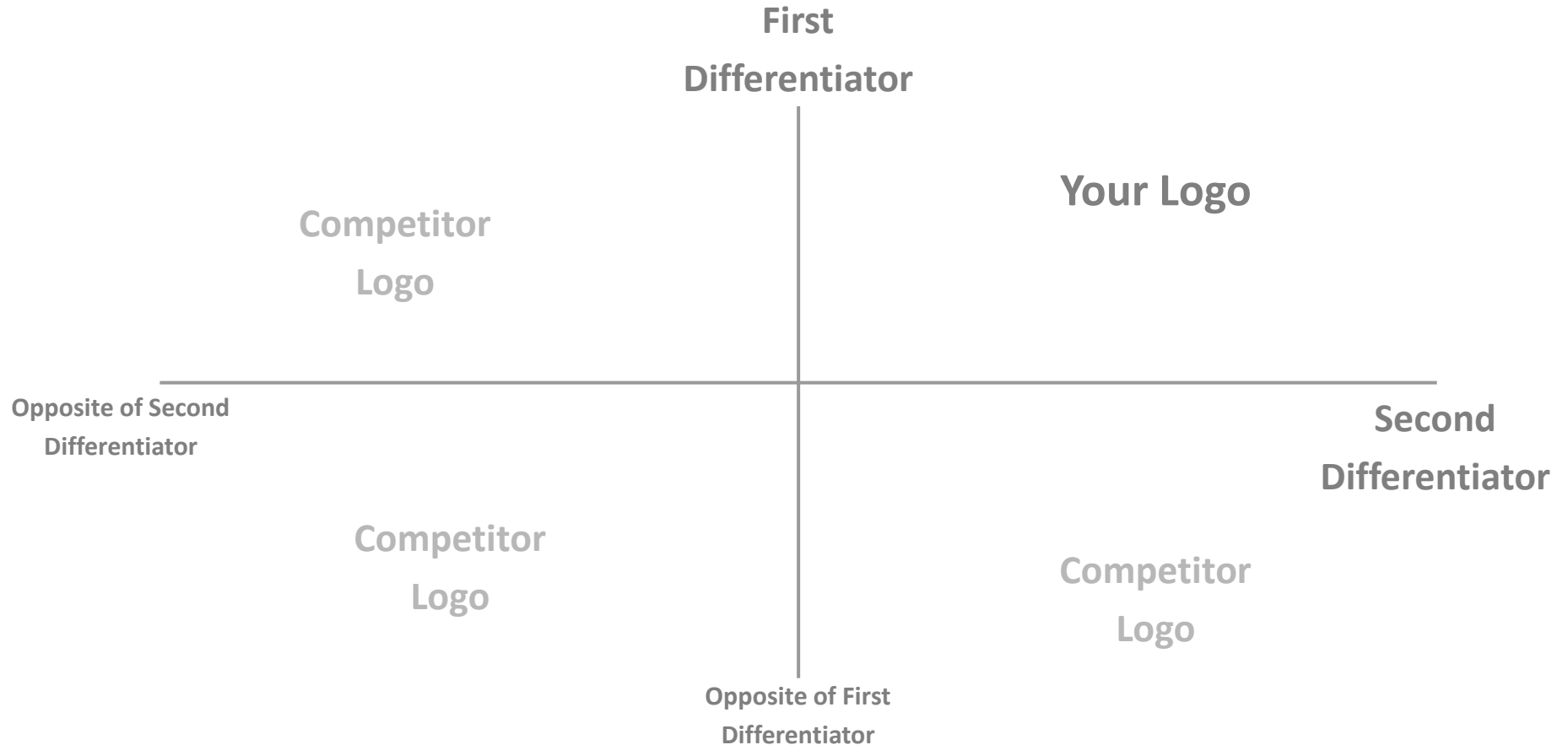
[target customers] pay [\$ amount or %] per  
[month/year or unit]

# Competition / alternatives

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Who are your direct and indirect **competitors**. Show that you have a plan to **win**.

# How We Are Different





# Risks and Mitigation

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# MRD Template

# Executive Summary (A4 1 Page)

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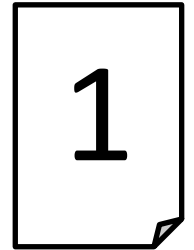
Summary of Summary

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)

這樣的使用者 (Persona)

願意 (Validation)

長期付錢 (Business Model)  
來雇用

我們 (Team)

產品 (Solution) 的

這項特性 (Differentiator)

而不是競爭者的  
(Competition)

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讓我們賺錢 (Business Case)

# Competitive Landscape and Market

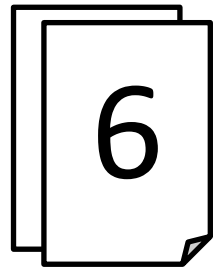
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Business Environment (PEST Summary + 5  
Force Summary A4 2頁内)

TOWS Summary (A4 2頁内)

Target Market (A4 1頁内)

Market Segmentations (A4 1頁内)

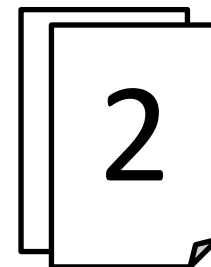


# Business Opportunity

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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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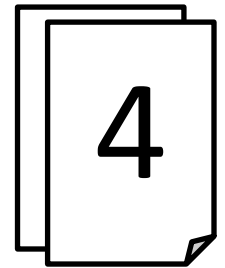
Key Users (3 Personas A4 3頁内)

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)

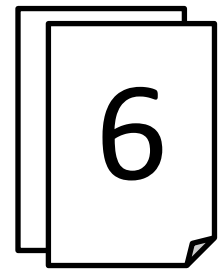
Value Proposition (A4 1 Page)

Product/Solutions (A4 2 頁內)

Market Size (請估計)

Market Validation (A4 1頁內)

Success Metrics (A4 1頁內)





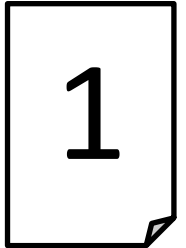
# Risks and Mitigation (A4 1 Page)

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Market

Brand

Legal

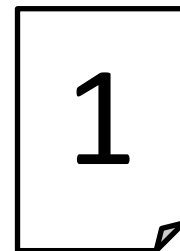


# Project team

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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？

