You are a senior product manager and technical specification expert. Create a comprehensive Product Requirements Document (PRD) that clearly defines what to build, why to build it, and how success will be measured.

INPUT REQUIREMENTS

Please provide the following information:

Product Overview

Product Name: [What you're building]

Product Type: [Web app, mobile app, feature, integration, etc.]

Target Users: [Primary user segments]

Core Problem: [Main problem this solves]

Success Metrics: [How you'll measure success]

Business Context

Business Goals: [Revenue, user growth, retention, etc.]

Strategic Priority: [High, Medium, Low and why]

Market Opportunity: [Size and timing]

Competitive Landscape: [How this differentiates]

Resource Constraints: [Timeline, budget, team limitations]

User Research

User Personas: [Primary and secondary users]

User Pain Points: [Current problems and frustrations]

User Goals: [What users want to achieve]

User Workflows: [Current process and ideal future state]

User Feedback: [Insights from interviews, surveys, support tickets]

Technical Context

Current Architecture: [Existing systems and constraints]

Technical Dependencies: [Required integrations or prerequisites]

Performance Requirements: [Speed, scalability, reliability needs]

Security Requirements: [Data protection and compliance needs]

Platform Requirements: [Web, mobile, desktop compatibility]

OUTPUT DELIVERABLES

Create a complete Product Requirements Document:

1. Executive Summary

\*\*Product Vision:\*\*

- One-sentence product description

- Target user and use case

- Key differentiator and value proposition

- Success definition and metrics

\*\*Strategic Alignment:\*\*

- Business objectives this supports

- User problems this solves

- Market opportunity and timing

- Competitive advantage gained

\*\*Resource Requirements:\*\*

- Development effort estimate

- Timeline and key milestones

- Team members and skills needed

- Budget and resource allocation

2. Problem Statement & Opportunity

\*\*Problem Definition:\*\*

- Detailed description of user pain points

- Quantified impact of current problems

- Evidence supporting problem existence

- User research and data backing claims

\*\*Opportunity Analysis:\*\*

- Market size and growth potential

- User segment size and characteristics

- Revenue opportunity and business impact

- Competitive gap this addresses

\*\*Success Criteria:\*\*

- Primary success metrics and targets

- Secondary metrics to monitor

- User behavior changes expected

- Business outcomes anticipated

3. User Requirements & Stories

\*\*Primary User Personas:\*\*

- Detailed persona descriptions

- User goals and motivations

- Current workflow and pain points

- Success criteria for each persona

\*\*User Journey Mapping:\*\*

- Current state user journey

- Proposed future state journey

- Key touchpoints and interactions

- Pain points and opportunity areas

\*\*Core User Stories:\*\*

- Epic-level user stories

- Detailed feature-level stories

- Acceptance criteria for each story

- Priority and dependency mapping

\*\*User Story Examples:\*\*

- As a [user type], I want [capability] so that [benefit]

- Given [context], when [action], then [outcome]

- Acceptance criteria with measurable outcomes

4. Functional Requirements

\*\*Core Features (Must Have):\*\*

- Detailed feature descriptions

- User workflows and interactions

- Input/output specifications

- Business logic requirements

\*\*Secondary Features (Nice to Have):\*\*

- Enhancement opportunities

- Future iteration possibilities

- Optional functionality

- Competitive differentiation features

\*\*Feature Prioritization:\*\*

- MoSCoW method (Must, Should, Could, Won't)

- Impact vs. effort matrix

- User value and business value scoring

- Dependency and sequencing requirements

5. Technical Requirements

\*\*Architecture Specifications:\*\*

- System architecture overview

- Component and service definitions

- Data flow and integration points

- Scalability and performance requirements

\*\*API Requirements:\*\*

- Endpoint specifications

- Request/response formats

- Authentication and authorization

- Rate limiting and error handling

\*\*Data Requirements:\*\*

- Data model and schema definitions

- Data sources and integrations

- Data validation and constraints

- Privacy and security requirements

\*\*Performance Specifications:\*\*

- Response time requirements

- Throughput and capacity needs

- Availability and reliability targets

- Scalability and growth projections

6. User Experience Requirements

\*\*Design Principles:\*\*

- User experience philosophy

- Design system and style guide

- Accessibility requirements

- Usability standards and guidelines

\*\*Interface Requirements:\*\*

- Screen layouts and wireframes

- Navigation and information architecture

- Interactive elements and behaviors

- Responsive design requirements

\*\*Usability Criteria:\*\*

- Task completion success rates

- User satisfaction scores

- Learning curve and onboarding

- Error prevention and recovery

7. Non-Functional Requirements

\*\*Security Requirements:\*\*

- Authentication and authorization

- Data encryption and protection

- Compliance requirements (GDPR, HIPAA, etc.)

- Security testing and validation

\*\*Performance Requirements:\*\*

- Page load times and response speeds

- Concurrent user capacity

- Database performance requirements

- Network and bandwidth considerations

\*\*Reliability Requirements:\*\*

- Uptime and availability targets

- Error rate and failure tolerances

- Backup and disaster recovery

- Monitoring and alerting systems

\*\*Scalability Requirements:\*\*

- User growth projections

- Data volume growth expectations

- Geographic expansion requirements

- Infrastructure scaling capabilities

8. Success Metrics & Analytics

\*\*Key Performance Indicators:\*\*

- User acquisition and activation

- User engagement and retention

- Feature adoption and usage

- Business metrics and revenue impact

\*\*Analytics Implementation:\*\*

- Tracking requirements and events

- Dashboard and reporting needs

- A/B testing capabilities

- User behavior analysis tools

\*\*Success Measurement:\*\*

- Baseline metrics and benchmarks

- Target goals and timelines

- Success criteria and thresholds

- Review and optimization process

9. Implementation Plan

\*\*Development Phases:\*\*

- MVP scope and timeline

- Iterative development phases

- Feature rollout strategy

- Risk mitigation plans

\*\*Resource Allocation:\*\*

- Development team requirements

- Design and UX resources

- QA and testing needs

- DevOps and infrastructure support

\*\*Timeline and Milestones:\*\*

- Project kickoff and discovery

- Design and prototyping phase

- Development sprints and releases

- Testing and quality assurance

- Launch and post-launch optimization

10. Risk Assessment & Mitigation

\*\*Technical Risks:\*\*

- Architecture and scalability challenges

- Integration complexity and dependencies

- Performance and reliability concerns

- Security and compliance risks

\*\*Business Risks:\*\*

- Market timing and competition

- User adoption and engagement

- Resource availability and constraints

- Regulatory and legal considerations

\*\*Mitigation Strategies:\*\*

- Risk probability and impact assessment

- Preventive measures and contingencies

- Monitoring and early warning systems

- Response plans and alternatives

PRD TEMPLATE STRUCTURE

\*\*1. Executive Summary\*\*

Product: Grant writing service that uses AI automation to win funding for small nonprofits ($5M ARR)

Owner: [Product Manager]

Status: [Draft/Review/Approved]

Last Updated: [Date]

Vision: [One sentence describing the product]

Success Metrics: [Primary KPI and target]

\*\*2. Problem & Opportunity\*\*

Problem: [User problem being solved]

Opportunity: [Business opportunity and market size]

Solution: [High-level solution approach]

\*\*3. User Requirements\*\*

Primary Users: [Target user segments]

Key Use Cases: [Top 3-5 user scenarios]

Success Criteria: [How users will measure success]

\*\*4. Product Requirements\*\*

Must Have Features:

- [Feature 1]: [Description and acceptance criteria]

- [Feature 2]: [Description and acceptance criteria]

- [Feature 3]: [Description and acceptance criteria]

Should Have Features:

- [Enhancement 1]: [Description and priority]

- [Enhancement 2]: [Description and priority]

\*\*5. Technical Specifications\*\*

Architecture: [High-level technical approach]

Dependencies: [Required systems and integrations]

Performance: [Speed, scale, and reliability requirements]

\*\*6. Success Metrics\*\*

Primary: [Main success metric and target]

Secondary: [Supporting metrics to track]

Timeline: [When to measure and review]

QUALITY CHECKLIST

Before finalizing PRD, ensure:

✓ Problem is clearly defined with evidence

✓ Solution aligns with user needs and business goals

✓ Requirements are specific and measurable

✓ Acceptance criteria are testable

✓ Technical feasibility is validated

✓ Success metrics are defined and trackable

✓ Risks are identified with mitigation plans

✓ Stakeholder alignment is confirmed

EXAMPLE USER STORY

\*\*Epic:\*\* User Authentication System

\*\*Story:\*\* As a new user, I want to create an account with my email so that I can access personalized features.

\*\*Acceptance Criteria:\*\*

- User can enter email address and password

- System validates email format and password strength

- User receives confirmation email with verification link

- Account is created only after email verification

- User is redirected to onboarding flow after verification

- Error messages are clear and actionable

\*\*Definition of Done:\*\*

- Feature works on all supported browsers

- Mobile responsive design implemented

- Security requirements met (encryption, validation)

- Analytics tracking configured

- User testing completed with 90%+ task completion

- Performance meets requirements (sub-2 second load time)

Remember: A great PRD balances clarity with flexibility, providing enough detail to guide development while remaining adaptable to new insights.

## BUSINESS CONTEXT

### Idea Overview

\*\*Product/Service\*\*: Grant writing service that uses automation to win funding for small nonprofits ($5M ARR)

\*\*Summary\*\*: Small nonprofits are drowning in grant applications they can't afford to write well. Most hire expensive consultants at $150/hour or struggle through DIY proposals that get rejected. GrantBot changes this by combining smart automation with AI to create winning proposals at a fraction of the cost. You upload your nonprofit's info once, and the system builds tailored grant proposals for foundations that actually fund organizations like yours. The system uses the information, creates the proposal and then provides the non-profit the chance to modify where they want or go with what was generated.

Instead of paying $500–$2,500 per proposal or 5–8% of awarded funds, nonprofits can now subscribe to GrantBot. For organizations with **$250K–$1M annual budgets**, this subscription delivers the equivalent of a full-time development team they couldn’t otherwise afford—at a fraction of the cost. The system learns what works by tracking which proposals get funded, constantly improving its success rate.

**Example Tiers**

* **Starter ($249/month):** Up to 2 proposals per quarter.
* **Growth ($499/month):** Up to 1 proposal per month.
* **Impact ($999/month):** Up to 5 proposals per month.

All tiers provide the ability to revise proposals until they are submitted.

You target the 88,000+ small nonprofits through Facebook groups where executive directors share war stories about grant rejections. Content marketing works here, think "How we helped a food bank land $50K in 30 days" case studies and YouTube tutorials that position you as the grant whisperer. The wedge is speed and affordability, but you expand into grant research, donor management, and fundraising strategy.

Start with 10 local nonprofits as beta customers, manually writing their grants while building the automation behind the scenes. Once you prove a 40%+ success rate versus their historical 15%, word spreads fast in nonprofit circles. At $1,500 average per proposal and 200 proposals monthly, you're looking at $3.6M ARR. Layer in monthly consulting retainers and success fees, and this becomes a $5M+ business serving organizations that literally exist to make the world better.

\*\*Why Now\*\*: As the nonprofit sector faces an unprecedented increase in available grant funding, exceeding $500 billion annually, the demand for specialized grant writing services has never been higher. The shift towards outcome-based funding necessitates expert proposal crafting to meet precise compliance and impact metrics. Over 60% of nonprofits cite grant writing capacity as a major barrier, highlighting an urgent need for external expertise [[6](https://www.instrumentl.com/blog/grant-statistics-and-trends), [5](https://www.grantwritingmadeeasy.com/2025-grant-trends)].

Technological advancements, particularly in AI, are reshaping the landscape by automating routine proposal tasks and enhancing productivity. The grant management software market is set to grow from $3.07 billion in 2025 to $7.44 billion by 2034, driven by demand for efficiency and integration [[1](https://www.precedenceresearch.com/grant-management-software-market)]. These tools provide a competitive edge to new entrants by reducing costs and extending service capabilities.

This market's competitive window is expansive yet time-sensitive. Established players remain focused on larger entities, leaving smaller nonprofits underserved. By leveraging niche specialization and tech-forward solutions, there is a unique opportunity to capture market share and establish a brand in this fragmented sector [[4](https://www.vincentngcb.com/blog/best-grant-writing-companies)].

### Market Analysis

\*\*Pain Score\*\*: icon: 🔥

label: Pain Score

score: 8

byline: Nonprofits face significant struggles with grant writing, seeking efficient, tech-driven solutions.

pain\_type: Chronic

analyzedAt: 2025-10-24T23:53:04.845Z

pain\_trends: Stable High

score\_reason: The demand for grant writing assistance is strong due to high competition, fluctuating grant availability, and budget constraints in nonprofits.

pain\_frequency:

score: 8

reason: Nonprofits frequently encounter these challenges, impacting their ability to secure funding.

pain\_intensity:

score: 7

reason: The pain is significant as it directly affects funding and growth potential.

key\_pain\_points: [

Lack of expertise in grant writing

High competition for grants

Budget constraints limiting consultant use

Complex compliance requirements

]

market\_evidence: [

60% of nonprofits cite grant writing capacity as a barrier.

There is active community engagement on AI grant writing solutions.

Stable or increasing search volumes for grant writing services.

]

current\_solutions:

score: 6

reason: Existing solutions are often inadequate or too costly for small to mid-sized nonprofits.

willingness\_to\_pay:

score: 7

reason: Nonprofits are motivated to pay for effective solutions that enhance their funding chances.

\*\*Opportunity Score\*\*: icon: 💎

label: Opportunity Score

score: 8

byline: AI-driven grant writing service for nonprofits fills a critical market gap.

key\_risks: [

High competition from established players

Nonprofits' budget constraints

AI compliance accuracy issues

]

analyzedAt: 2025-10-24T23:52:35.932Z

score\_reason: The business leverages AI to address a significant need in a growing nonprofit sector, offering scalability and differentiation, but faces competition and execution challenges.

key\_strengths: [

AI integration for efficiency

Underserved small nonprofit segment

Growing demand for grant writing services

]

market\_timing:

score: 9

reason: Grant funding is at an all-time high and nonprofits are increasingly seeking specialized services.

market\_potential:

score: 9

reason: The market size exceeds $500B with a strong growth trajectory in grant services.

opportunity\_type: Market Gap

opportunity\_window: Just Right

competitive\_advantage:

score: 8

reason: AI tools provide a distinct edge against slower, traditional competitors.

execution\_feasibility:

score: 6

reason: Moderate complexity due to AI integration and competitive landscape.

\*\*Market Gaps\*\*: The grant proposal writing service addresses several key gaps: small nonprofits often lack the budget and internal expertise to write successful grants, creating a significant opportunity for a service that combines AI with expert human intervention. The market is expansive, with U.S. grant funding exceeding $500B annually and rising demand for specialized writing services projected to grow at a 7.38% CAGR. This service can uniquely leverage AI-assisted tools to provide cost-effective, high-quality proposals, meeting a critical need in a competitive yet fragmented market.

\*\*Go-to-Market\*\*: icon: 🚀

label: Go-To-Market

score: 8

byline: Clear traction with strong potential across Reddit, Facebook, and YouTube for AI-driven grant writing.

analyzedAt: 2025-10-24T23:51:05.445Z

gtm\_tactics: [

Leverage Reddit for discussions and feedback on AI grant writing tools

Use Facebook groups to share workshops and free resources

Create YouTube tutorials on AI-assisted grant writing and nonprofit growth

Host webinars with nonprofit leaders and AI experts

]

short\_reason: Significant engagement on Reddit and Facebook with growing interest in AI solutions; strong YouTube tutorial demand.

traction\_signal: Clear traction

audience\_clusters: [

Small nonprofits (<$500K budgets)

Mid-sized nonprofits

Nonprofit Executive Directors

Aspiring grant writers

]

channels\_with\_signal: [

Reddit (88.5k members in r/nonprofit)

Facebook Groups (50,000+ members in Nonprofit Happy Hour)

YouTube (100,000+ views on grant tutorials)

]

early\_positioning\_angles: [

'AI Grant Writing: Fast, Effective, Affordable'

'Empower Your Nonprofit with AI Solutions'

'Grant Success Simplified with AI-Driven Tools'

]

### Business Model

\*\*Value Ladder\*\*: offers: [

goal: Attract leads and raise awareness.

name: Grant Writing Kickstarter Webinar

price: Free

stage: Bait

description: A free, live webinar that introduces key grant writing strategies.

value\_provided: Builds foundational understanding and showcases expertise.

goal: Acquire first-time clients and prove concept.

name: AI-Driven Proposal Templates

price: $199 one-time

stage: Frontend

description: Access AI-assisted templates tailored for nonprofit proposals.

value\_provided: Enables quick, effective grant application drafts.

goal: Generate recurring revenue from core service.

name: Grant Pro Writing Service

price: $500–$5,000 per proposal

stage: Middle

description: Full-service grant writing package with AI and human expertise.

value\_provided: High success rates with personalized, compliant grant proposals.

goal: Increase client retention and lifetime value.

name: Nonprofit Growth Membership

price: $299/month

stage: Continuity Program

description: Subscription for ongoing access to workshops, templates, and expert advice.

value\_provided: Continuous skill development and grant opportunity matching.

goal: Secure high-ticket clients and expand market impact.

name: Enterprise Grant Management Solution

price: $10,000+/year

stage: Backend

description: Comprehensive grant management with white-glove support and customization.

value\_provided: Automates and streamlines all grant writing and compliance processes for larger nonprofits.

]

analyzedAt: 2025-10-24T23:52:08.124Z

\*\*Revenue Potential\*\*: icon: 💰

label: Revenue Potential

score: $$$

byline: $1M-$10M ARR potential with diverse revenue streams from consulting and success-based fees.

examples: [

Flat fee: $500–$5,000 per proposal

Percentage of grant secured: 2–10%

Ongoing consulting services: $1,000–$3,000/month

Affiliate Partnerships: 10–15% commission

]

analyzedAt: 2025-10-24T23:50:05.769Z

funding\_type: Seed

short\_reason: Specialized services with AI integration provide significant value and potential recurring revenue.

example\_comps: [

Instrumentl

Submittable

Foundant

Bloomerang

]

business\_models: [

Flat fee per proposal

Percentage of grant secured

Subscription-based consulting

Affiliate partnerships

Online training workshops

]

\*\*Execution Plan\*\*: label: Business Classification

steps: [

Conduct detailed market research.

Design and launch key digital services.

Partner with industry experts for content creation.

]

actions: [

1. Finalize MVP feature set and tech stack.

2. Execute targeted LinkedIn ad campaign.

3. Onboard initial set of beta clients and gather feedback.

]

b2x\_type: B2B

lead\_magnet:

type: Educational Workshops

format: Webinars

delivery: Online

creation\_steps: Research effective grant writing strategies, partner with grant experts to create content, and develop an engaging presentation format.

conversion\_rate: 15% expected sign-ups to paid services.

core\_pain\_solved: Lack of grant writing skills and knowledge.

value\_demonstration: Showcase success stories and effective techniques to build credibility and trust.

mvp\_strategy: Launch key services like AI-assisted drafting and compliance templates to address immediate client needs.

initial\_offer:

model: Hybrid Subscription and One-Time Service

price: $199/month for subscription; $999 for full-service proposal writing.

value\_prop: Tailored grant writing services enhanced with AI to improve funding success rates.

fulfillment: Delivered via online platform with human editorial support.

conversion\_rate: 10% from free workshops to paid services.

buyer\_personas: [

Executive Directors at nonprofits

Development Managers

]

key\_pain\_points: [

Lack of expertise in grant writing

Limited growth due to funding challenges

Complex compliance requirements

]

success\_metrics:

cac: $150

churn\_rate: <5%

pilot\_conversion: 20 potential clients to 5 paid.

loan\_approval\_time: Not applicable.

resources\_needed:

team: [

Grant writing experts

AI developers

Content marketers

]

budget: $50,000 - Initial 3-month launch budget.

timeline: Launch within 4-6 weeks.

expansion\_strategy:

goal: Increase market penetration among small to mid-sized nonprofits.

type: Market Penetration and Product Development

focus: Launch advanced AI tools and expand geographic reach.

dev\_timeline: 3-6 months for pilot features.

go\_to\_market: Localized content campaigns.

pricing\_changes: Introduce tiered pricing for different service levels.

traction\_milestone: Secure first 100 nonprofit clients within 12 months.

acquisition\_channels: [

reason: High engagement and targeted audience presence.

channel: LinkedIn Ads

metrics: Reach of 10,000 nonprofit professionals.

frequency: Bi-weekly

content\_format: Sponsored posts with testimonial videos.

implementation\_steps: Design creative ads, select targeting criteria, schedule posts, and monitor performance.

]

risks\_and\_mitigation: [

High competition → Differentiate with technology and niche focus.

Budget constraints in target nonprofits → Flexible pricing models.

]

competitive\_landscape: The market is competitive with established players, freelancers, and SaaS platforms. Opportunities exist for technology integration and niche specialization to address underserved small nonprofits.

\*\*Execution Difficulty\*\*: icon: 🛠️

label: Execution Difficulty

score: 6

byline: Moderate complexity with AI integration, 6-month MVP timeline.

analyzedAt: 2025-10-24T23:50:33.572Z

mvp\_timeline: 6 months with AI draft tools, compliance templates, and integration with SaaS platforms.

short\_reason: Combines AI technology with human expertise, requiring moderate complexity and integration.

execution\_risks: [

AI compliance accuracy issues

Integration delays with SaaS platforms

High competitive pressure

]

timeline\_estimate: 6mo MVP

technical\_challenges: [

Developing AI-assisted drafting

Ensuring compliance automation

Integration with existing grant platforms

]

non\_technical\_challenges: [

Educating nonprofits on AI use

Competitive positioning against established players

Budget constraints of target nonprofits

]

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Use this business context to inform all recommendations, ensuring they're specifically tailored to this opportunity and target market.