**SISTECH**

**TECHNOLOGIES**

**WHITEPAPER**

**ASSISTED LIVING SMARTBOARD**

**Strictly Private & Confidential**

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1. Keep it short
2. use charts and illustrations
3. information in short digestable chunks

# Vision, Product Features and how to make the product a commercial success 3-5 pages

"key features and major constraints for the system."

"business context, defining measurable business and financial criteria for project success and illustrating how to commercialise the application, including the financial plan, how to get working capital to start-up etc."

"powerful marketing tool if .... focus on the needs of the user ... lead into their problems with your overcomes"

historical overview - what has led to the dilemma solved by our solution

Outline business case before mentioning the product

introduce a new class of products - may need to write about something new never addressed in the way we're addressing it - can define terminology

offer the "what to look for" pitch - key features in solving the prob against which competitors should be compared

provide examples

# High-Level Product Technical Specification

**"**a very broad, simple, down-to-earth layman-oriented outline of the technologies involved and of the way your product is conceived and how it works. Avoid to give away those critical details that could let someone else exploit your idea."

Technical details of the application, reader will have working knowledge of technology so system block architecture/module diagrams including future modules so they can see we're not using "black magic" goes here but "not in so much detail that it can be reverse engineered / copied", show also dependencies

e.g. we make use of an RDBMS to achieve, powered by ... can be used open source ... explain it's new and important but lightweight rather than software versions and full technical specification e.g.

" focus on the needs of the user"

# From Prototype to production

**"**How you would take the application from a prototype to the real finished product, i.e., what else needs to happen for this prototype to become finished and appear as a product available for purchase by customers."

What exactly we will do with the money you give us ...

Say why we picked which bits of the prototype to showcase

" focus on the needs of the user"

# Future?

maybe not a separate section but need to put it somewhere