**Disciplined Entrepreneurship Workbook**

# Step 7: High-Level Product Specification

## Worksheets

### Visual Representation of Product

In the space below (and use more sheets if need be, but keep it to less than three sheets) build a visual representation of your product and how it works. Annotate your drawings, but do not burden them with too much detail.

A screenshot of a research dashboard

AI-generated content may be incorrect.

A screenshot of a computer

AI-generated content may be incorrect.A diagram of a company

AI-generated content may be incorrect.

### Product Alignment with Persona

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **How will you deliver a new level of value with respect to this priority?** | **What features address this priority?** | **What functions address this priority?** | **What benefits address this priority?** |
| **Persona’s #1 Priority:**  Academic Excellence | Streamline academic research by automating literature reviews, experimental design, and progress tracking, allowing the user to dedicate more time to critical learning and achieving top grades. | Automated literature review, research planning assistant, progress tracker | Intelligent scheduling, resource aggregation, interactive learning modules | Improved academic performance, time efficiency, enhanced research quality, reduced stress |
| **Persona’s #2 Priority:**  Build AI-Coscientist | Empower the development of AI-Coscientist and further the open-source AGI movement with a flexible, modular platform that fosters community collaboration and continuous innovation. | Multi-agent architecture, API integration with leading LLMs, community updates | Agent orchestration, continuous learning loops, customization options | Accelerated innovation, robust community engagement, enhanced product evolution |
| **Persona’s #3 Priority:**  Leverage AI-Coscientist to innovate in deep learning and reinforcement learning | Enhance breakthrough research in deep learning and reinforcement learning by offering advanced, customizable tools for experiment simulation, real-time benchmarking, and adaptive algorithm tuning. | Customizable research modules, real-time benchmarking tools, adaptive algorithms | Dynamic algorithm tuning, experiment simulation, hypothesis testing support | Increased research creativity, faster discovery cycles, improved experimental accuracy |

### Ready for Action?

* 1. Is the high-level product specification ready to review with your Persona? (circle one) Yes
  2. Have you done so? What feedback did the Persona provide?

The Persona appreciated the clear modular structure and continuous learning approach but suggested a more intuitive user interface for better academic integration.

* 1. Have you iterated based on the Persona’s feedback at least once? What changes did you make as a response to the Persona’s feedback? (Hopefully you will iterate with the Persona more than once.)

Refined the visual representation to clarify agent roles, enhanced the dashboard for academic tracking, and streamlined feature descriptions.

* 1. Has the Persona concluded that the high-level product specification is interesting and satisfies the Persona’s priorities?  
     (circle one) Yes

## HIGH LEVEL PRODUCT BROCHURE

A diagram of a company

AI-generated content may be incorrect.

## ADVANCED TOPICS: HIGH LEVEL PRODUCT BROCHURE

Once you have iterated on your high-level product specification, you may want to build a trifold brochure that more clearly outlines the benefits your product provides. Some people will wait to make a brochure until they have iterated the specification with other customers in Step 9, Identify Your Next 10 Customers, but others find a brochure useful at this stage.

A good brochure should have the following items:

* First draft of company name and tag line
* Name of product and tag line
* Picture of product so it is clear what it is
* Clearly identified benefits aligned with the Persona’s #1 priority (don’t be subtle – it should come out in the tag lines and even names of your product)
* Two additional benefits (if appropriate) that don’t dilute the impact of the first benefit
* Provide a sense of the magnitude of the benefit to be expected by the end user
* Provide a sense of the value the customer will gain from your product – use your work from the Step 6 Full Life Cycle Use Case
* Some other information might be relevant, but always be diligent about not diluting your main message – if you say too much, you say nothing in particular
* Have a clear call to action
* Everything should be fully aligned with the customer’s priorities and will resonate with them in all elements (e.g. names, taglines, pictures, benefits emphasized, fonts, colors, word choice, language, references, call to action, etc.)

There are great individuals and agencies you can hire to design brochures, and you’re not expected to become an expert in design. But you want to think through the content and make sure it is compelling and addresses the Persona’s priorities. That way, if you choose to delegate or outsource the design, you can give them good direction and not settle for an inferior brochure.

Ultimately, the brochure is the most commonly and widely given elevator pitch about your product because it can be done when you are not in the room and even when you are sleeping. It make consistent messaging possible and scalable, so don’t just down play it as “marketing hype.” It really matters.

You also have to back it up with a great product, but that is coming. First, you have to make sure you are building the right product for your customer, and this process really helps to communicate that to all sides.