

# Why are we here?

# Elevator Pitch

**For** [target user]

**who** [statement of need],

**the** [product]

**is a** [product category]

**that** [key benefit].

**Unlike** [primary alternative]

**our** product [statement of differentiation].

# Sample Elevator Pitch

**For** construction managers

**who** need to track what type of work is being done on the construction site,

**the** CSWP

**is a** safety work permit system

**that** creates, tracks, and audits safety work permits.

**Unlike** the current paper-based system

**our** product is web based and can be accessed any time from anywhere.

# AT Elevator Pitch

**For** Accreditation staff

**who** need to provide feedback to Colleges,

**the** Accreditation Tracker

**is a** collaboration and feedback tool

**that** reduces work and paper.

**Unlike** the current paper based system

**our** product makes data dynamic.

# Product Box

[Slogan]

- [Benefit 1]
- [Benefit 2]
- [Benefit 3]

# Scope

IN

Reports to colleges

Small UI fixes

Data input for reports

OUT

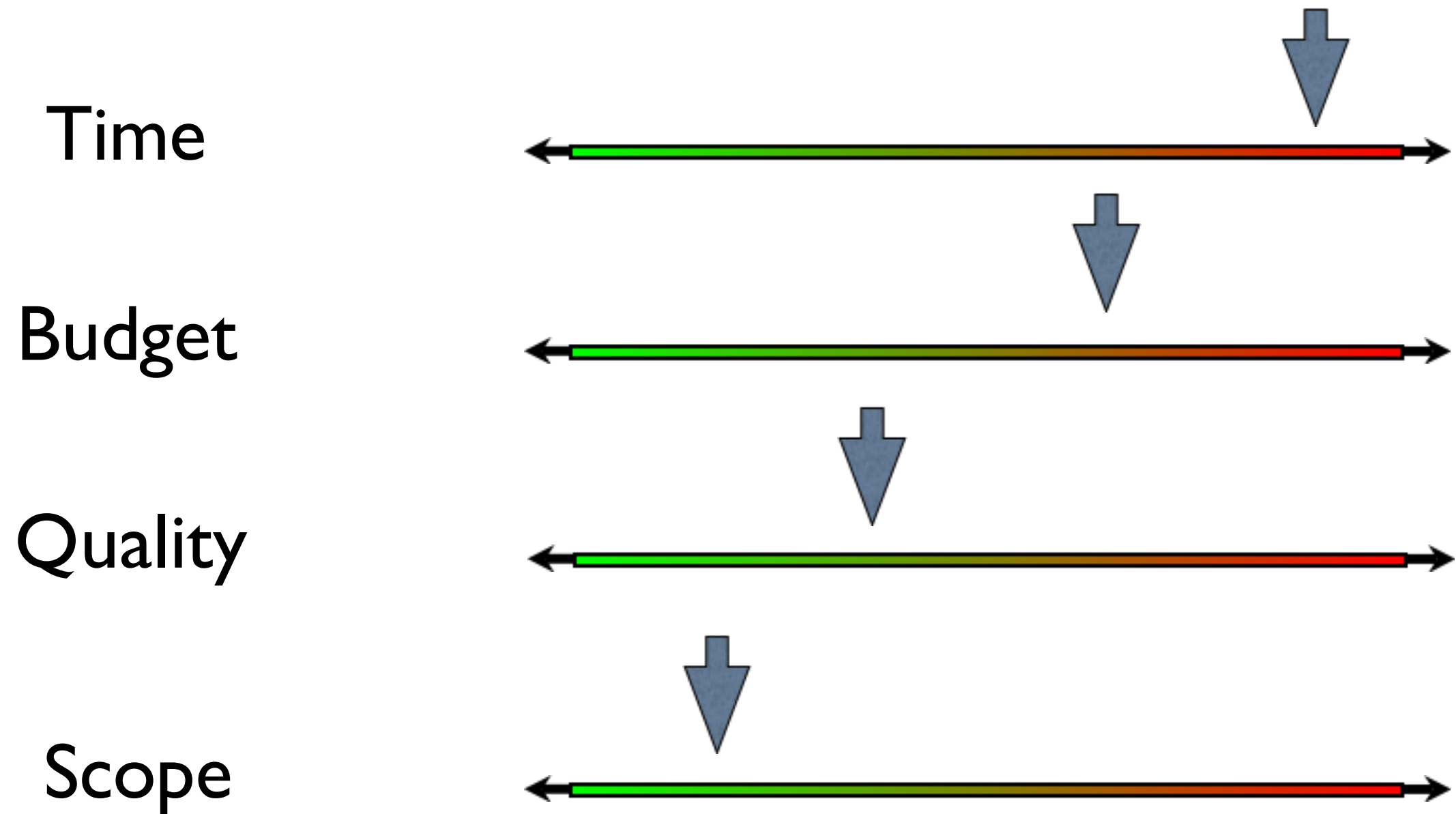
Items for review  
workflow

Reviewers logging in

Accred status matrix

Access to full recs in  
AR and PR

# Trade-off Sliders



# Trade-off Sliders

New features



Bug fixes



Usability



Data integrity

