Product Vision

Is a [product | service]

for [client | user]

who has to [need | opportunity | problem].

It is called [product name]

and is a [application category]

that [benefit | reason for purchase].

Unlike [main competitor | alternative]

our [product | service] [competitive differential].

It's a service
For businesses
who have the need to see updated data
It's called DataYa
And it's a Software
That allows access and visualization of relevant data for the company in real time
Instead of looking in internal and external databases, financial statements and other sources of information, about the indicators,
So time is saved at the time of decision making to do it more appropriately

Product Vision Board

VISION — What is your motivation for creating the product? Which positive change should it bring about?

Facilitate business decision-making processes to maximize survival rates for companies (In Colombia only 33.5% of companies survive 5 years according to Confecámaras)

TARGET GROUP
Which market or market segment does the product address?
Who are the target customers and users?

- The buyers are the decision-making managers within companies, such as the director of innovation and the strategic planning area.
- Users are people from management, planning, strategic and executing areas depending on business KPIs

NEEDS
What problem does the product solve?
Which benefit does it provide?

- The need is to have easy and fast access to relevant data for the company, in real time for effective decision making.
- The benefit is in the percentage increase in the speed in monitoring business KPIs and other relevant data

PRODUCT
What product is it?
What makes it stand out?
Is it feasible to develop the product?

- It is a software-type technological solution
- Its development is viable
- Can be used immediately once developed
- Its value proposition is in connection with the DB of value for the organization
- Appropriate use of data from organizations, emphasis on safe handling of data

BUSINESS GOALS
How is the product going to benefit the company?
What are the business goals?

- Among the business goals is being able to make appropriate decisions to expand or improve the business, such as the generation of new products, the entry into new markets, among others for which data is needed that allows not only making the decision but also monitoring the progress. process that entails

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