

Disciplined Entrepreneurship Workbook: Step 24 Worksheets

Step 24: Develop a Product Plan

Worksheets

Product Plan – Version 2 for the Beachhead Market						
#	<u>Feature/Function</u>	<u>Benefit</u>		<u>How does it leverage your Core?</u>	<u>Priority</u>	<u>Est. Resources Needed to Develop</u>
1	Energy Monitoring Dashboard	Real-time monitoring of home energy consumption with detailed analytics.		Proprietary energy management software provides comprehensive insights.	High	Medium development effort for UI/UX and back-end data analytics.
2	Predictive Energy Optimization	Automatic energy usage adjustments based on predictive algorithms.		Utilizes exclusive data analytics and proprietary software.	High	High development effort involving R&D.
3	Smart Device Integration	Seamless integration with existing smart home devices and platforms.		Partnerships with smart device manufacturers.	Medium	Moderate integration work with APIs.
4	Energy-Saving Tips and Recommendations	Personalized tips to reduce energy consumption and costs.		Data analytics and customer insights.	Medium	Moderate development effort (data analysis and content creation).
5	Automated Reporting and Alerts	Regular energy usage reports and alerts for abnormal usage.		Data analytics.	Low	Low development effort (back-

						end programming).
6	Energy Consumption Benchmarking	Allows customers to compare their energy consumption with similar homes to identify areas of improvement.		Data analytics and proprietary benchmarking algorithms.	Medium	Medium development effort (data analysis and UI/UX design).

Product Plan – Version 3 for the Beachhead Market						
#	<u>Feature/Function</u>	<u>Benefit</u>	<u>For Whom?</u> <u>EU, EB,</u> <u>Champ</u>	<u>How does it</u> <u>leverage your</u> <u>Core?</u>	<u>Priority</u>	<u>Est. Resources</u> <u>Needed to</u> <u>Develop</u>
1	Advanced Predictive Energy Optimization	Further refined predictive algorithms to optimize energy use.	Enterprise Customers	Advanced proprietary software and R&D.	High	High development effort (R&D and machine learning).
2	Advanced Smart Device Integration	Integration with the latest smart devices and platforms.	Homeowners and Property Managers	Partnerships with smart device manufacturers.	High	High (expanding API integrations).
3	Custom Reports and Alerts	Reports tailored to specific needs and alerts configured to unique preferences.	Enterprise Customers	Proprietary analytics software.	Medium	Medium (report generation and customization).
4	Energy Efficiency Score and Recommendations	A score system measuring the home's energy efficiency, coupled with personalized recommendations for improvement.	Homeowners	Customer insights and predictive algorithms.	Medium	Medium (data analysis and software development).
5	Multi-User Support	Allows different users in the same household or	Homeowners and	Advanced analytics and software.	Medium	Medium (UI/UX and

		building to manage energy use based on personalized settings.	Commercial Customers			software architecture).
6	Enhanced Security and Privacy Features	Stronger security protocols to protect user data and privacy.	Enterprise and Individual Customers	Advanced software and data management practices.	High	Medium (software development and testing).

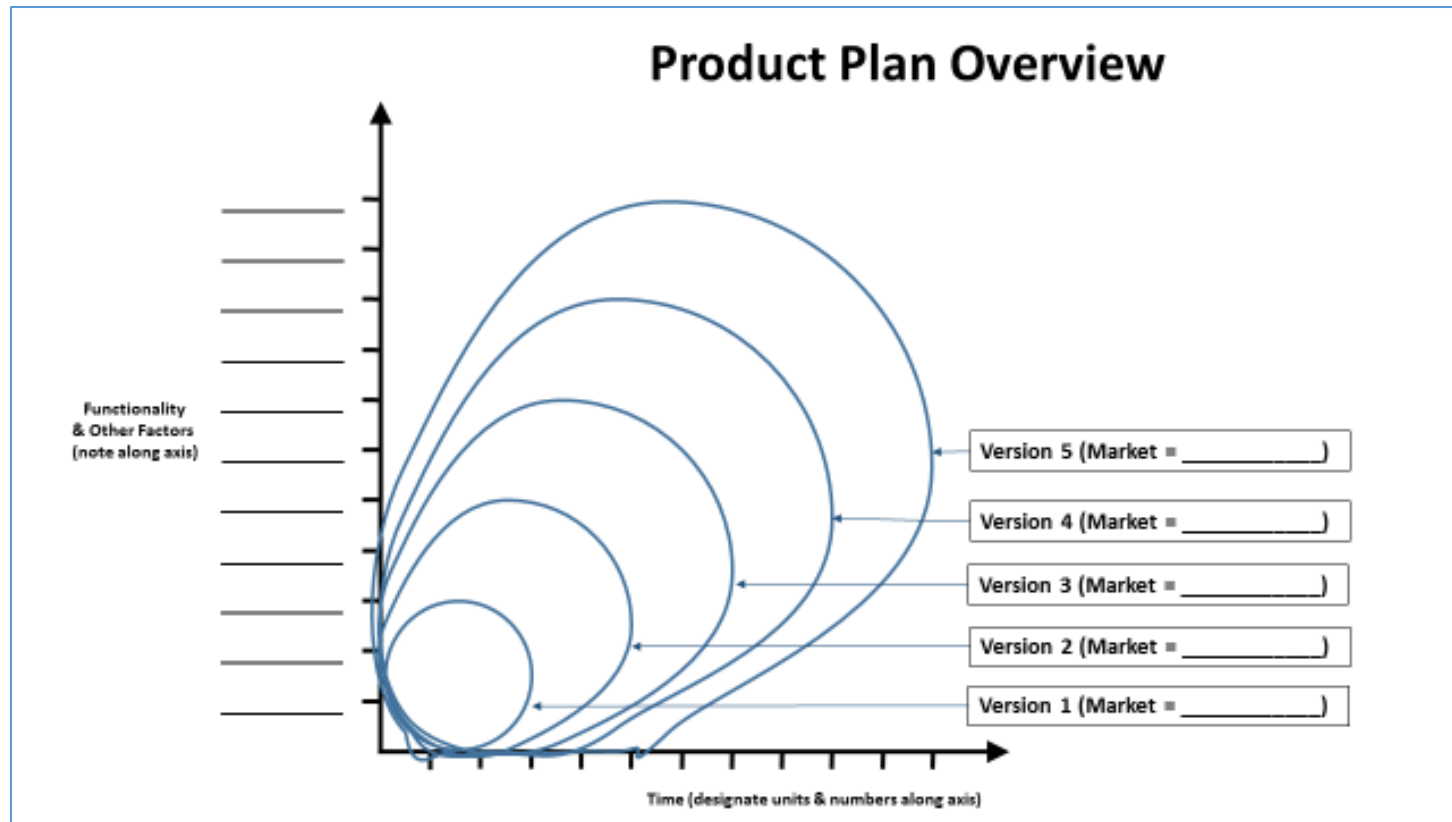
Other Activities Beyond Functionality for the Beachhead Market

What other activities do you anticipate doing related to the product to help it scale after Version 1.0 for the beachhead market? (e.g., go-to-market activities, regulatory matters, additional complementary services to support the product, additional sales channels, etc. – anything not related to product functionality listed above)

1. Form partnerships with real estate developers and homebuilders to integrate Greenify systems into new homes during the construction phase.
2. Ensure compliance with local, state, and federal energy efficiency regulations and obtain necessary certifications.
3. Partner with utility companies to offer Greenify as part of their energy-saving initiatives and expand reach to utility customers.
4. Develop a robust support system, including online resources and training sessions, to help customers make the best use of Greenify's features.
5. Run targeted marketing campaigns to establish brand awareness and generate demand among eco-conscious homeowners.

<p>Moving Beyond the Beachhead Market – Analysis & Prioritization of Follow-on Market Candidates</p> <p>Refer to your work from Step 14, Calculate the TAM Size for Follow-on Markets, for this worksheet, but build upon it with the knowledge you have gained since that first draft.</p>										
#	Name	Which market does it follow from?	Pros	Cons	Does it leverage your Core? (Y/N)	Priority	Key Factors Needed to Succeed	Resources Required	Risk	Reward
1	Household Market Expansion	Extends from the Beachhead Market with energy monitoring dashboards.	Direct homeowner benefits from comprehensive energy usage insights, offering immediate energy savings.	Low switching costs may result in customer churn.	Yes, by using proprietary energy management software.	High.	Collaborate with smart home companies to create valuable partnerships.	Medium for data analytics improvements.	Moderate due to low customer switching costs.	High potential market size (22.5 million households).

2	Households with Solar Panels	Extends from the Beachhead Market with advanced smart device integration.	Enhances energy efficiency and complements renewable energy installations.	High upfront costs for customers who invested in solar panels.	Yes, through partnerships with solar panel companies.	High.	Collaborate with solar panel companies to increase adoption.	High for API integrations.	High due to reliance on customers' existing investment in solar panels.	Substantial potential market size (around 5 million households).
3	New Housing Developments	Pre-installed energy management systems during construction.	Standardizes smart energy management from the start.	Developers may resist increased construction costs.	Yes, via energy management software.	Medium.	Emphasize regulatory incentives for eco-friendly developments.	Medium for strategic partnerships.	Moderate due to possible resistance from developers.	Moderate (around 500,000 new homes).
4	New Customers Every Year	Expands from predictive energy optimization.	Existing products can reach new users annually.	High upfront costs to onboard and educate new customers.	Yes, with data analytics and predictive algorithms.	Medium.	Strengthen targeted marketing to establish brand recognition.	High due to significant marketing and customer education needs.	Medium from high customer acquisition costs.	High due to ongoing annual growth.
5	Property Management Market	New customer base involving energy usage optimization in multi-unit buildings.	Enables property managers to optimize and manage energy use centrally.	High costs to integrate across diverse building systems.	Yes, through proprietary predictive software.	Medium.	Develop API integrations for various building management systems.	High to build and integrate with diverse systems.	Moderate due to high initial integration effort.	High by addressing a new market segment.



Wow! The good news is that you have made it through the 24 Steps. Congratulations! That is quite an accomplishment, and you are so much better off for it. Now the bad news: It never ends. You are constantly updating what you have done. Life never stands still, nor does business. You must use this framework constantly to refresh your business so that another startup does not come along and take your market share. But more good news to end the chapter: It is much easier the second time around, and it will continue to get easier with more repetitions.