1 Product Nutshell - Marketo

1.1 Product Name

1.1.1 Product Full Name

- 1.1.1.1 Product Description

1.2 Elevator Pitch

- 1.2.1 Pitch

1.3 Main Components/Modules

1.3.1 Module 1 - Module Name

- 1.3.1.1 Description

1.3.2 Module 2 - Module Name

- 1.3.2.1 Description

1.4 Use-case & Pain Points Solved

- 1.4.1 Pain Points addressed by product

- 1.4.2 Use-cases

1.5 Target Audience Persona

1.5.1 Persona #1 - Persona Name

- 1.5.1.1 Description

1.5.2 Persona #2 - Persona Name

- 1.5.2.1 Description

1.6 Competitive Landscape

1.6.1 Competitor #1 - Competitor Name

- 1.6.1.1 Description

1.6.2 Competitor #2 - Competitor Name

- 1.6.2.1 Description

1.7 Product Descriptors

- 1.7.1 What the product does

- 1.7.2 Why it is important for our customers

- 1.7.3 Why you (seller) should care about this product

- 1.7.4 Key features that differentiate product

- 1.8 Glossary of Terms