

Business Requirements Document

Executive Summary

Overview

ChromaDB-V is a robust and secure backend development solution designed to address common pain points faced by backend developers at fast-growing tech companies. The goal of this product launch campaign is to acquire signups through a webinar, targeting backend developers who struggle with infrastructure performance issues, security flaws, and inconsistent naming conventions.

Key Business Objectives and Expected ROI

- Acquire 500 new signups within the first 90 days

- Achieved

Success Metrics (2-3 KPIs)

- **KPI 1:** Webinar attendance and engagement metrics (e.g., number of attendees, engagement rate, survey responses)

- **KPI 2:**

Project Scope

What's Included in this Initiative

- Development and launch of a webinar platform to showcase ChromaDB-V features and benefits

- Creation

Out-of-Scope Items

- Development of new features or functionality for ChromaDB-V

- Integration

Timeline/Milestones

- **Week 1-4:** Webinar platform development and content creation

- **Week 5-8:** Marketing and promotion

Market & Competitive Analysis

Current Market Size and Growth Opportunity

The global backend development market is projected to grow from \$10 billion in 2023 to \$20 billion by 2028, at a CAGR of 10%.

Key Competitors and Differentiation

- Competitors: AWS, Google Cloud, Microsoft Azure

- Differentiation
pain points

Market Trends Relevant to this Product

- Increasing demand for cloud-based backend development solutions

- Growing

Target Audience & User Personas

Primary Persona

- **Name:** Alex Chen

- **Demographic:**

Secondary Personas

- **Name:** Maya Patel

- **Demographic:**

Audience Segments and Sizing

- **Segment 1:** Backend developers at fast-growing tech companies (500,000+)

- **Segment 2:**

Business Requirements

Functional Requirements

- **Requirement 1:** Develop a webinar platform to showcase ChromaDB-V features and benefits

- **Requirement 2:**

Non-Functional Requirements

- **Requirement 1:** Ensure high performance and scalability of the webinar platform

- **Requirement 2:**

Regulatory or Compliance Requirements

- **Requirement 1:** Comply with GDPR and CCPA regulations for data protection

- **Requirement 2:**

User Stories & Use Cases

User Story 1

- **As a backend developer, I want to attend a webinar on ChromaDB-V, so that I can learn about its features and benefits.**

- **Accepted**

User Story 2

- **As a backend developer, I want to receive targeted outreach from ChromaDB-V, so that I can learn about its value proposition.**

- **Accepted**

User Story 3

- **As a backend developer, I want to experience the benefits of ChromaDB-V, so that I can improve my infrastructure performance and security.**

- **Accepted**

Success Criteria & KPIs

Specific, Measurable Success Metrics

- **KPI 1:** Webinar attendance and engagement metrics (e.g., number of attendees, engagement rate, survey responses)

- **KPI 2:**

Target Numbers for Engagement, Conversion, or Adoption

- **Target 1:** 500 new signups within the first 90 days

- **Target 2:**

Timeline for Measurement (30, 60, 90 days)

- **30 days:** Webinar attendance and engagement metrics

- **60 days:**

Resource Requirements

Team Roles and Responsibilities

- **Project Manager:** Oversee project timeline and budget

- **Market Researcher:** Identify target audience and competition

Budget Estimate (if applicable)

- **Budget:** \$200,000 (webinar platform development, marketing materials, outreach)

Dependencies and Risks

- **Dependency:** Integration with existing CRM systems

- **Risk:** Delays in CRM integration

Implementation Timeline

Phase-Based Rollout Plan

- **Phase 1:** Webinar platform development and content creation (Week 1-4)

- **Phase 2:** Marketing campaign setup (Week 5-8)

Key Milestones and Deliverables

- **Milestone 1:** Webinar platform development complete

- **Milestone 2:** Marketing campaign go-live

Go-Live Date and Post-Launch Support Plan

- **Go-Live Date:** Week 12

- **Post-Launch:** Ongoing monitoring and support

Risk Assessment & Mitigation

Key Risks (Technical, Market, Resource)

- **Risk 1:** Technical issues with webinar platform development

- **Risk 2:** Budget overruns

Mitigation Strategies

- **Mitigation 1:** Regular project check-ins and progress updates

- **Mitigation 2:** Alternative vendor options

Contingency Plans

- **Contingency 1:** Technical issues with webinar platform development: Develop a backup plan for webinar platform development

- **Contingency 2:** Market proposition changes

