# MRD OUTLINE: Name of Product

**author1@**, **author2@**,

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## Vision

1-2 sentence description of target customers, their unmet needs, and your proposed solution.

Consider using Geoffrey Moore’s [positioning statement](http://petereilly.com/you-need-a-positioning-statement) from Crossing the Chasm, i.e., “For [target customer segments] who must [problem to be solved], our product is a new [category name] that provides [solution to the problem]. Unlike [current solutions], we offer [key differentiating factor].”

## Motivation

### Customer Segments

What are your hypotheses regarding the likely profile of target customer segments, in terms of demographics, key behaviors, and attitudes.

What evidence have you collected to validate your hypotheses regarding customer segments? Provide some detail on your research design (questions posed, sample size, etc.) and consider including interview guide, interview notes, etc. as appendices.

In what ways are early adopters likely to differ from mainstream users?

If you have developed personas, present them.

### Unmet Needs

For each customer segment you will target, what are your hypotheses regarding the most important unmet needs that your product will address? How big is the pain for target users?

Format of customer problem hypotheses should be: “I believe [customer segment] experiences [problem] when doing [task]” OR “I believe [customer segment] experiences [problem] because of [constraint].”

What evidence have you collected to validate these hypotheses? Provide some detail on your research design.

### Existing Solutions

What existing solutions do target customers currently rely upon? What hypotheses do you have about ways in which existing solutions are insufficient in meeting key customer needs?

What evidence have you collected to validate these hypotheses? Present a competitor feature matrix, if relevant, and provide detail on your research design.

### Differentiation

Why are we best equipped to pursue this opportunity?

### Why Now?

Has anything changed externally or internally that makes this opportunity available to us now?

## Use Cases

For each key use case, walk step-by-step through scenarios for how a user would experience an ideal solution to their problems, i.e., one that is not constrained by technical considerations.

(A **use case** is a step-by-step set of interactions between a user and a system that achieves the user’s goals.)

If use cases vary by customer segment/persona, be sure to explain the differences.

## Market Size

Is the the total addressable market (TAM) for the proposed solution “big enough” to warrant further development? Note: TAM reflects the size of the entire market for solutions that meet the need you’ve targeted, NOT projected revenue for your product.

Don’t overdo this analysis. Since new markets have blurry boundaries and are rife with uncertainty, tying to estimate with precision is a waste of time. Backers just want to know you are targeting a big enough market to eventually build a sustainable business.

## Caveats / Risks / Key Dependencies

What are possible failure modes? For example:

* Privacy concerns?
* Legal/patent risks?
* Piracy concerns?
* Interdependencies with key internal systems/processes/operations?
* Availability of required 3rd-party complements?

Consider presenting risks in table format with columns providing detailed description and possible mitigants for each risk.

## Strategic Considerations

Is the proposed solution consistent with your organization’s strategy? Will it complement existing products?

## Team Members

List everyone who will be working on the project, along with their expected role and contact info.

## Go/No Go Recommendation