**W4-Team Assignment: Project Proposal**

Improve on the initial product idea and add more details. See the MRD Template again for explanation of what is required when answering each question. Be specific as possible. 2 pages max.

Note: obviously, you have not done your customer, etc. research yet and it would not be as complete as your MRD. Consider this as an early draft you will improve going forward.

Team Number :\_\_\_\_\_\_

1. Name:
2. Name:
3. Name:
4. Name:
5. Name:

**Title (Descriptive and Short):\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

1. Vision (use Geoffrey Moore’s positioning statement from Crossing the Chasm)
2. What are the unmet needs? Be specific.
3. Existing Solutions? Be specific.
4. Target customer segments? Be specific.
5. Total Addressable Market (TAM)? Report as number of users and/or $