200665 M1|L2 Lab Develop a Product Concept Document Template

Part I: Use this Product Concept Document development checklist. Complete a Product Concept Document for your product identified in Lesson 1. A blank template is provided in Part II.

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| Product Concept Document Development Checklist | | |
| Recommended Entry | Considerations | Complete? (Yes or No) |
| Market Problem or Opportunity | * Market problem or opportunity clearly defined * Considerations include reduce consumer costs, improved features and functionality, or satisfy a gap or niche as applicable |  |
| Market Segments | * Market segments defined * Multiple segments prioritized |  |
| Key Financials | * Cost and benefits defined * Key financial metrics (ROI, IRR, NPV) calculated |  |
| Market Window | * Launch and delivery milestones outlined * Urgency considerations defined |  |
| Competitive Landscape | * List of top competitors provided * Competitor advantages and disadvantages documented * Competition strategy defined |  |
| Main Features and Functionality | * MVP concept defined * Version feature schedule documented |  |
| Key Differentiators | * Company strengths and leverage plan documented * Company weaknesses and mitigation plan documented |  |
| Go to Market Logistics | * Delivery options defined * Delivery logistics outlined |  |
| Business Success Measurements | * Key Performance Indicators (KPI) listed * Measurement Plan provided |  |

Part II Complete for your product.

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| Product Concept Document  Product: | |
| Recommended Entry | Considerations |
| Market Problem or Opportunity | * Many consumers seek environmentally friendly, technologically advanced vehicles, but current options often lack performance or affordability. |
| Market Segments | * Primary segments: tech-savvy professionals, green-conscious consumers, luxury car buyers. * Secondary: fleet customers, ride-sharing companies. |
| Key Financials | * Average gross margin: 25% * Target ROI over 3 years: 300% * IRR: 35% |
| Market Window | * Urgency: High due to global EV adoption momentum and government policy shifts. * Target: Launch refreshed model in Q4 next year. |
| Competitive Landscape | * Top competitors: BYD, Lucid Motors, Mercedes EQ. * Tesla leads in battery tech and autonomous driving, but others challenge on pricing and luxury interior. |
| Main Features and Functionality | * MVP includes long-range battery, autopilot, over-the-air updates. * Future versions to add next-gen FSD and more sustainable materials. |
| Key Differentiators | * Strengths: Strong brand, D2C model, battery R&D. * Weaknesses: High price, scalability. * Mitigation: Battery cost reduction roadmap, global factory expansion. |
| Go to Market Logistics | * Delivery via Tesla website and app; gigafactories enable regional fulfillment. * Logistics integrated with service network. |
| Business Success Measurements | * KPIs: Vehicle delivery numbers, margin per vehicle, FSD adoption rate, customer satisfaction (NPS). |