The Experts Program presents

THE DESIGN CHALLENGE

The press release helps you articulate about your product, feature or service:

why you're building it | what you plan to ship | how it solves the problem

Team or Project Name

Write a 1-2 sentence summary of your product.

Key Questions

Describe what makes your product compelling.

Why are you building this product?

What do you plan to ship, and how does that solve the problem?

Other Considerations

THE PROBLEM

What are you trying to solve? For whom?

THE SOLUTION

List key features and how to use it.

THE BENEFITS

How does it improve the consumers' life?

USE CASES

When would someone use it?