

Product Concept Descriptor

Use this form to articulate a business Product concept with clarity. Focus on the core logic and how it serves its customers and creates value for the business. Avoid describing solutions at this stage. Ideally limit it to one page. Instructions and examples on <https://www.theinnovationmode.com/>

Name

The Context

The problem, the market, the key-players, the conditions

Roles & Personas

e.g. students, parents, young professionals, athletes etc.

Epic User stories

Use the [user story pattern](#) to articulate the primary features in a solid, compact form

The product

How would the product look like? List multiple versions or forms.

Strategy

Summarize the strategy to build it, launch it and drive growth

Involved Tech

Describe the obvious technology involved e.g. mobile app, Virtual or Augmented Reality

Monetization

Describe the basic monetization logic, e.g. subscription services, freemium model etc.

Value Hypothesis

The assumptions involved in creating value to the users

Growth Hypotheses

The assumptions involved in adoption and growth scenarios

Business Area

Compiled by

On
