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/

The Context The problem, the market, the key-players, the conditions Roles & Personas e.g. students, parents, young professionals, athletes etc. Epic User stories Live the gaer story pattern to articulate the primary francisc in a vibulace the primary francisc in a vibulace the primary francisc in a vibulace compact form The product How would the product loci like? 1tist multiple versions or forms. Strategy Summarize the studiety to build ri, launch it and drive growth Involved Tech Describe the obvious technology involved u.g. mobile app, Virtual or Augmented Reality Monetization Describe the back monetization logic, a subscription services, repertisem model etc. Value Hypothesis The assumptions involved in creating value to the users Growth Hypotheses The assumptions involved in extensions advocation and growth scenarios Business Area Compiled by On		
The problem, the market, the Reydoleyers, 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 Resility Monetization Describe the basic monetization logic, or, subscription services, freenium 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	Name	
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 et an involved et e. 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 adoption and growth scenarios Business Area	The problem, the market, the	
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	e.g. students, parents, young	
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	Use the <u>user story pattern</u> to articulate the primary features in	
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	How would the product look like?	
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	Summarize the strategy to build	
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	Describe the obvious technology involved e.g. mobile app, Virtual	
The assumptions involved in creating value to the users Growth Hypotheses The assumptions involved in adoption and growth scenarios Business Area	Describe the basic monetization logic, e.g. subscription services,	
The assumptions involved in adoption and growth scenarios Business Area	The assumptions involved in	
	The assumptions involved in	
Compiled by On	Business Area	
	Compiled by	On