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| **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/> | | Your company name |
| Name | Give your product concept a name | |
| The Context  The problem, the market, the key-players, the conditions | Briefly explain the situation – the problem and the conditions | |
| Roles & Personas  e.g. students, parents, young professionals, athletes etc. | Name the primary roles and personas involved: Who are you solving for? | |
| Epic User stories  Use the [user story pattern](https://www.theinnovationmode.com/the-innovation-blog) to articulate the primary features in a solid, compact form | Describe the 10 most important use cases as Epic user stories | |
| The product  How would the product look like? List multiple versions or forms. | Describe the envisioned product – the form factor it would take | |
| Strategy  Summarize the strategy to build it, launch it and drive growth | Summarize the implementation and go to market strategy | |
| Involved Tech  Describe the obvious technology involved e.g. mobile app, Virtual or Augmented Reality | Describe the apparent technologies involved | |
| Monetization  Describe the basic monetization logic, e.g. subscription services, freemium model etc. | Describe the idea in more detail | |
| Value Hypothesis  The assumptions involved in creating value to the users | List the key assumptions under which the product create value for its users | |
| Growth Hypotheses  The assumptions involved in adoption and growth scenarios | List the key assumptions that adoption and growth depends on | |
| Business Area | Enter the business area that is relevant to this concept | |
| Compiled by | |  |  |  | | --- | --- | --- | | George Krasadakis | On | 22 April 2020 | | |