NAMING BRIEF: ABBREVIATED

**Offering**

**What is the offering?**

In simple, non-industry language, explain what the offering is and what it’s used for. How would the offering be categorized?

**What does the offering have?**

Outline the attributes and features of the offering (not necessarily differentiated from the competition).

**What does the offering do, tangibly?**

In non-technical English, describe the functional/rational benefits of the offering (typically tied to the audience’s basic needs).

**Target**

**Which customer segment is this offering geared towards?**

Make note of all customers and sub-segments that apply, and note the primary target.

**What is the primary geographic market? Will new markets be added for this offering over time?**

This question addresses the flexibility of a name to stretch in meaning across relevant geographies. List all relevant geographies that apply.