**EDD Product Description Template**

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| **Customer:**  For whom are we solving a problem?  For whom are we creating value? | **Problem:**  What are the top 3-5 problems facing this customer segment? | **Unique Value Prop:**  How are we uniquely going to solve our customer’s problems or satisfy their needs? a single or compelling message that states why you are different and worth buying. | **Solution:**  What are the top 3-5 ways we are going to solve the problems faced by our customer segment? | **Key Business Success Factors:**  How will we measure success?  What key metrics are we trying to move? |

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| **Early Adopter:**  Who is the potential early user of the solution? | **Existing Alternatives:**  How are they solving the problem today? | **Channels:**  How are we going to get, keep and grow customers?  Get: How will we drive awareness, interest, attraction, usage?  Keep: How will we keep customers coming back?  Grow: How will we upsell/cross-sell customers, encourage referrals? | **Key Stakeholders:**  Who are the most important stakeholders whose buy-in we need?  Who are the key influences to these stakeholders? | **Key Resources & Partners:**  What are the critical internal and external resources we need to deliver the solution to the customers? |

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| **Revenue / Business Value:**  What is the business value of delivering the product? | **Cost Structure:**  What are the most important costs inherent in our product model? Which key resources are most expensive? Which key activities are most expensive - product development, marketing, customer support? |

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| **MARKET / CUSTOMER** | **PRODUCT / BUSINESS** |