

Proof of concept



Project or product name: _____



The problem: _____

Identify the problem or opportunity your idea intends to solve.



Target audience: _____

Identify the market your idea aims to help and how you determined that this market needs help.



Resources needed: _____

List everything, from materials to permits to human expertise, that this project would require.

Proof of concept



Success criteria/KPIs:

Identify a few specific metrics that you will use to determine whether your POC has passed.



Project scope:

Detail your plan for rolling out your project.



Timeline:

If your project will be broken into multiple phases, describe them and identify their timelines below.

Phase 1:

Date range:

Phase 2:

Date range:

Phase 3:

Date range: