# PRD: Name of Product

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## Vision

*1-2 sentence description of target customers, their unmet needs, and a generic proposed solution (i.e. digitize the company)*

## Background

### Problem

*What problem are you solving?*

### Motivation

*Why did you decide to focus on this problem?*

### Target Audience

*Who are you solving for?*

### Existing Solutions

*How is that problem dealt with now?*

## Market Research

### Competitor Landscape

*Are there other companies solving the same / similar problems?*

### Market Opportunity

*Is this solution going to create a new vertical? Is there opportunity for revenue?*

### Strategic Considerations

### Why Now?

### Differentiation

*How are you different than other competitors?*

### Ideas

*List your ideas on a high level*

**———- END OF COURSEWORK FOR SESSION 2**

## 

## User

### Personas

### *Who is your customer?*

### Pain Points

Why can’t the customer achieve the goal at the moment?

### Needs

Users need to i.e. complete a transaction through the webpage

### User Flows

*Describe how personas interact with the product; these are called “use flows”*

## Solutions

### Feature Description

List of features your solution entails

### Feature Prioritization

Prioritize the above list based on criteria that you set (please elaborate)

### Architecture

Is this a platform? Is this a database? Describe the architecture aspect of your solution

**———- END OF COURSEWORK FOR SESSION 3**

## Implementation

Does your solution need engineering work? How would this be implemented?

## Stakeholders

Who is involved in this? I.e. investors, external project managers, marketing, etc

## Roadmap

### Timeline

## Success Metrics

## Projected Cost

## Caveats/Risks

## Other Areas for Investigation

**———- END OF COURSEWORK FOR SESSION 4**

*At this point, you should finalize your PRD and submit it by December 9th - submission information to be provided on Slack.*

*You will also need to complete a Pitch Deck for Session 4, a Pitch Deck is a summary of this PRD in a few slides, the template will be provided and you will need to submit the Pitch Deck as well.*