Marketing Guide

*<Note about this document: This is a document you can provide to your marketing team, to help them craft the marketing message for your product.>*

## Background:

* Background information about the industry or the problem
* Problem Statement: what is the problem your product is solving?
* Product Goals: how does your product solve the problem

## Market background:

Write a short description of your market and audience:

* Outline your target audience
* Describe your target market
* Describe your competitors

## Product Background and Positioning:

Describe your product and what marketing needs to know about it:

* Describe your product value proposition
* Outline at least three of your main features, describe what these features do
* Add at least one visual element, such as screenshots or mocks to describe your product