

The Disciplined Entrepreneurship Product:-

Revision:-

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1.Raison d'Etre

Why are you in business?

Mission:

Passion:

Value:

Initial Assets:

Initial Idea:

2.Initial Market

Who is your customer?

Beachhead:

End User Profile:

TAM:

Persona:

First 10 customer:

3.Value Creation

What can you do for your customer? Use Case:

Product Description:

Problem Being Solved:

Qualified Value Proposition:

4.Competition Advantage

Why you?

Moats:

Core:

Competition Positioning:

5.Customer Acquisition

How does your customer acquire your product?

DMU:

Process to Acquire Customer:

Windows of Opportunity:

Possible Triggers:

6.Product Unit Economics

Can you make money?

Business Model:

Estimated Pricing

Short Term LTV:

Short Term COCA:

Medium Term LTV:

Medium Term COCA:

Long Term LTV:

Long Term COCA:

7.Sales

How do you sell your product?

Preferred Sales Channel:

Sales Funnel:

Short Term Mix:

Medium Term Mix:

Long Term Mix:

8.Initial Market

Who is your customer?

Estimated R&D Expense:

Estimated G&A Expense:

LTV/COCA Ratio High Enough:

9.Design & Build

How do you produce your product?

Identify Key Assumption:

Test Key Assumption:

MVBP:

Tracking Metrics

10.Scaling

How do you scale your business?

Product Plan for Beachhead:

Next Market:

Product Plan beyond Beachhead:

Follow-on TAM: