Scope of your Product → What are we developing and for whom

# In order to achieve \_\_\_\_\_\_\_\_ (long-term goal)

# Our product will help \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (primary users)

# In solving problem \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (user problem)

# By providing them \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (solution/unique features)

# We will know that our product works, when we see \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (some Metric to measure success)

EXAMPLE:

In Order to **Get 50,000 Signups in the 12 months of launch (Long-term goal)**

Our product will help **Local Football Players (Primary Users)**

In **getting hired by Football Leagues (Problem)**

By providing them our app **named “Football Talent” (Solution)**

We will know our product works **when we see at least 10 local footballers hired in first 3 months by Football Leagues (Metric to measure success)**