

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)