



Note: In any table, select and delete any blue line text; then click Home→Styles and select “Table Text” to restore the cells to the default value.

Agile Vision Statement			
Title:	Describe project / product purpose.		
Target Group	Needs	Product	Business Goals
<i>Which market segment does the project/ product address?</i> <i>Who are the users and customers?</i>	<i>Define how does the project/product create value for the users?</i> <i>What problem(s) does the vision solve?</i> <i>What benefits does it provide?</i>	<i>Describe the product.</i> <i>What makes the product special and desirable?</i> <i>It is realistic and feasible to develop the project / product?</i>	<i>How will the project / product benefit the company?</i> <i>What are the specific business goals?</i> <i>What are the two or three most important goals?</i>
Competitors	Revenue Sources	Cost Factors	Channels
<i>Who are the project's / product's main competitors?</i> <i>What are the strengths and weaknesses of this product versus the competitor's product?</i>	<i>How can the project / product be monetized to generate revenue?</i> <i>What steps must occur to open up the revenue sources?</i>	<i>What are the main cost factors to develop, market, and maintain the project / product?</i> <i>Which resources and activities incur the highest costs?</i>	<i>What channels will you use to market and sell the product to the target group of customers?</i> <i>Identify the status of these channels. Do they exist or must they be created?</i>