

# Product Vision Workshop #1 • Our Vision

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**For** \_\_\_\_\_ **who** \_\_\_\_\_ ,

*TARGET READER* *STATEMENT OF NEED/OPPORTUNITY*

**the** \_\_\_\_\_ **that** \_\_\_\_\_ .

*PRODUCT NAME AND CATEGORY* *KEY BENEFIT/REASON TO USE*

**Unlike** \_\_\_\_\_ , **our product** \_\_\_\_\_ .

*PRIMARY COMPETITIVE ALTERNATIVE* *STATEMENT OF DIFFERENTIATION*