PROJECT NUMBER

PROJECT DATE

PROJECT TITLE

PROJECT DESCRIPTION

- Create a overview of the project and what is the goal is to achieve. Its crucial to make this as clear and simple to understand as possible.

OBJECTIVES

- Define clear goals that you want to achieve for the product this should be agreed upon by the key stakeholders.

PROJECT CONSIDERATIONS

- Define areas that are uncertain around the product that will need to be investigated at the earliest stage. Along with any potential focus points that should be considered.

TARGET MARKET

- Identify who the target market is for the product. Its crucial to identify this at the start to ensure that product is developed with them in mind.

WHAT ARE THE CURRENT ISSUES

- Understand the current challenges faced within the industry that the product should solve.

TOTAL MARKET SIZE

- Define the total available size of the market.

OPPORTUNITY SIZE

- What is the achievable opportunity.