

# PRODUCT VISION

THE ..... IS A .....  
(product name) (product category)

THAT .....  
.....  
.....  
(key benefits, reason to buy)

FOR .....  
(target audience)

WHO .....  
.....  
(needs or problems to be solved)

OUR  
PRODUCT .....  
.....  
(what makes it unique)

UNLIKE .....  
(main competitors)