

## RESOURCE 2: CHECKLIST

### PROTOTYPE/ MVP CHECKLIST AND MESSAGING GUIDE TEMPLATE:

Product name (category)	A one paragraph description about the product or service. This paragraph should include a straightforward 'what is it?' description, with initial value statements and high-level feature information.
That (positioning)	This section dives deeper into the value-based content. This could showcase what the intended audience will receive by using this product or service.
Who is this for? (Market segments and specific roles)	This section outlines the target audience and outlines specific messaging for each customer segment based on their scenarios or pain points. Try to identify 3 value-based messages per audience.
Unlike (competition)	This section considers leading competitors and how you your offering is different, providing evidence.
Key messages	This section showcases the strengths in establishing this product or service. These are known as 'power positions'. Power positions are one-word value statements that capture the 3 most important value-based aspects of the solution. Each word should then be followed by a sentence to back it up.
Key features	This section showcases the technical features of the product or service and why they matter.
In 25 words:	For <i>(target audience)</i> who are <i>(segment)</i> , <i>(product name)</i> provides the <i>(market)</i> with <i>(differentiation)</i> because <i>(proof)</i> .
In 100 words:	<i>(Product)</i> is a <i>(platform/tool/service etc.)</i> that provides <i>(capabilities)</i> to <i>(audience)</i> , <i>(better, cheaper, faster...differentiation)</i> . Used by some of the world's best-known brands, <i>(company name)</i> <i>(product)</i> is <i>(power position/ key messages)</i> . Organisations that use <i>(company name)</i> for <i>(product area/market)</i> require <i>(things they need)</i> to <i>(do their job)</i> . <i>(Company name, product)</i> provides the <i>(features)</i> that make <i>(description of action that product or service enables)</i> possible.