



*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.*

<b>Agile Vision Statement</b>			
<b>Title:</b>	<i>Describe project / product purpose.</i>		
<b>Target Group</b>	<b>Needs</b>	<b>Product</b>	<b>Business Goals</b>
<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>
<b>Competitors</b>	<b>Revenue Sources</b>	<b>Cost Factors</b>	<b>Channels</b>
<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>