**BUILD-A-BOX NAME**

Box creator: *name*

Last updated: *dd/mm/yy*

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| **Tips for creating a good box**   * Be concise, don't write an essay–challenge yourselves to communicate in as few words as possible * On the front of the box, focus on conveying the underlying benefits of features, not how they work * On the back of the box, name the key features that deliver the value/benefits and how they work * (Optional) Include some rough screenshots/sketches to accompany your value/benefit |

FRONT OF THE BOX

*Focus on the core value and main benefits for the buyer. Examples from past releases included below.*

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| **DESCRIPTOR**  To help prospective customers understand where this fits in and quickly identify if it's a potential solution to the problem they have | |
| **HEADLINE**  **A bold statement that captures attention and conveys the value of or makes it clear what this thing is all about** | |
| **SUB-HEAD**  A one to two sentence description that communicates the job and touches on how it works | |
| **BENEFITS**  **Not an exhaustive list, but the core benefits a buyer would be looking for in a solution. Try to leave out table-stakes and focus on what makes this unique and the best solution** | |
| **Benefit**  Brief description. | **Benefit**  Brief description. |
| **Benefit**  Brief description. | **Benefit**  Brief description. |

BACK OF THE BOX

*Highlight on the key features that deliver the value and main benefits and/or table stakes a buyer would be looking for in a solution i.e. How it works. Examples from past releases provided below.*

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| **FEATURES**  **Section** | |
| **Feature**  Brief description of what it does. | **Feature**  Brief description of what it does. |
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