POSITIONING GUIDE TEMPLATE

# PRODUCT

## THE PRODUCT

MISSION

One sentence explaining what the product is setting out to accomplish.

|  |  |
| --- | --- |
| PITCH TO BUYER  Why should the buyer care? | PITCH TO END-USER  Why should the end user care? |

WHAT’S OUR VISION FOR THIS PRODUCT?

In a few sentences, what would this product do if resources were not constrained? One way to think of it is what should this product be able to accomplish in 5 years?

HOW DO WE DESCRIBE THE PRODUCT?

One sentence to describe what the product does *currently*.

WHAT ARE ITS CORE PILLARS?

1. Feature
2. Feature
3. Feature

WHAT CAN YOU DO WITH IT AND HOW DOES IT WORK?

See the product landing page: <link>

Watch the hero video: <link>

## THE CUSTOMER

WHY DO PEOPLE CARE ABOUT THIS?

A few sentences outlining the problem or pain point your product is solving—put another way, what scenario would cause someone to search for a solution?

WHO IS BUYING THIS PRODUCT?

* i.e. Sales teams
* i.e. Marketing teams
* i.e. CEOs and founders at small companies

WHAT KEYWORDS ARE THEY SEARCHING FOR?

* Keywords/phrase
* Keywords/phrase
* Keywords/phrase

MARQUEE CUSTOMERS

|  |  |  |  |
| --- | --- | --- | --- |
| **Company** | **Type** | **Platforms** | **Vertical** |
| Company | B2B or B2C | Desktop, Web, or Mobile | SaaS, Consumer App, eCommerce, Community etc. |
| Company | B2B or B2C | Desktop, Web, or Mobile | SaaS, Consumer App, eCommerce, Community etc. |
| Company | B2B or B2C | Desktop, Web, or Mobile | SaaS, Consumer App, eCommerce, Community etc. |

[*See all paying customers*](https://intercomrades.intercom.io/a/apps/tx2p130c/companies/segments/553585bdbb5f7a2052000083:)

MARQUEE TESTIMONIALS

**Company**

*Quote goes here.*

*– Name, Title*

**Company**

*Quote goes here.*

*– Name, Title*

## THE COMPETITION

WHAT CATEGORY DOES THIS PRODUCT COMPETE IN?

*Product category*

WHO ARE THE INCUMBENTS?

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Company** | **Company** | **Company** |
| **Platforms** | Desktop, Web, or Mobile | Desktop, Web, or Mobile | Desktop, Web, or Mobile |
| **Who they sell to** | i.e. Support, Sales | i.e. Support, Sales | i.e. Support, Sales |
| **Where we win** | 1. Feature/capability  2. Feature/capability  3. Feature/capability | 1. Feature/capability  2. Feature/capability  3. Feature/capability | 1. Feature/capability  2. Feature/capability  3. Feature/capability |
| **Where they win** | 1. Feature/capability  2. Feature/capability  3. Feature/capability | 1. Feature/capability  2. Feature/capability  3. Feature/capability | 1. Feature/capability  2. Feature/capability  3. Feature/capability |
| **Recent updates** | **DATE**  Link to announcement or article | **DATE**  Link to announcement or article | **DATE**  Link to announcement or article |

WHO ARE THE EMERGING THREATS?

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Company** | **Company** | **Company** |
| **Platforms** | Desktop, Web, or Mobile | Desktop, Web, or Mobile | Desktop, Web, or Mobile |
| **Who they sell to** | i.e. Support, Sales | i.e. Support, Sales | i.e. Support, Sales |
| **Where we win** | 1. Feature/capability  2. Feature/capability  3. Feature/capability | 1. Feature/capability  2. Feature/capability  3. Feature/capability | 1. Feature/capability  2. Feature/capability  3. Feature/capability |
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## THE INDUSTRY

A few sentences commentating on important industry trends and how your product fits in.