POSITIONING GUIDE TEMPLATE

# PRODUCT

## THE PRODUCT

MISSION

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

|  |  |
| --- | --- |
| PITCH TO BUYERWhy should the buyer care? | PITCH TO END-USERWhy 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%3AeyJwcmVkaWNhdGVzIjpbeyJ0eXBlIjoiYm9vbGVhbiIsImF0dHJpYnV0ZSI6ImNvbXBhbnkuY3VzdG9tX2RhdGEuaGFzX2FjcXVpcmUiLCJjb21wYXJpc29uIjoidHJ1ZSIsInZhbHVlIjpudWxsfSx7InR5cGUiOiJkYXRlIiwiYXR0cmlidXRlIjoiY29tcGFueS5sYXN0X3JlcXVlc3RfYXQiLCJjb21wYXJpc29uIjoiZ3QiLCJ2YWx1ZSI6IjMwIn0seyJ0eXBlIjoiYm9vbGVhbiIsImF0dHJpYnV0ZSI6ImNvbXBhbnkuY3VzdG9tX2RhdGEuaGFzX2FjdGl2ZV9zdWJzY3JpcHRpb24iLCJjb21wYXJpc29uIjoidHJ1ZSIsInZhbHVlIjpudWxsfSx7ImF0dHJpYnV0ZSI6ImNvbXBhbnkucGxhbl9pZCIsInR5cGUiOiJwbGFuIiwiY29tcGFyaXNvbiI6Im5lIiwidmFsdWUiOiIyMyJ9XX0%3D)

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/capability2. Feature/capability3. Feature/capability | 1. Feature/capability2. Feature/capability3. Feature/capability | 1. Feature/capability2. Feature/capability3. Feature/capability |
| **Where they win** | 1. Feature/capability2. Feature/capability3. Feature/capability | 1. Feature/capability2. Feature/capability3. Feature/capability | 1. Feature/capability2. Feature/capability3. 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/capability2. Feature/capability3. Feature/capability | 1. Feature/capability2. Feature/capability3. Feature/capability | 1. Feature/capability2. Feature/capability3. Feature/capability |
| **Where they win** | 1. Feature/capability2. Feature/capability3. Feature/capability | 1. Feature/capability2. Feature/capability3. Feature/capability | 1. Feature/capability2. Feature/capability3. Feature/capability |
| **Recent updates** | **DATE**Link to announcement or article | **DATE**Link to announcement or article | **DATE**Link to announcement or article |

## THE INDUSTRY

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