**What Can You Offer**

*The below checklists, adapted from Steve Blank’s “The Startup Owner’s Manual” will help you sort out your product design and value to customers. While filling out every question is not mandatory, please fill out applicable sections as best as you can, and submit it along with your prototype draft and competitive analysis worksheet at the Step 4 submission page. Email* [uastartingline@gmail.com](mailto:uastartingline@gmail.com) *with any questions!*

Product Features and Benefits

* **What Problem are you solving?**
  + **What do you think the biggest pain is in how customers work/play?**

|  |
| --- |
|  |

* **If they could wave a magic wand and change anything, what would it be?**

|  |
| --- |
|  |

|  |  |  |
| --- | --- | --- |
| **List of Problems** | **Today’s Solution** | **New Solution** |
| **1.** | **1.** | **1.** |
| **2.** | **2.** | **2.** |
| **3.** | **3.** | **3.** |

* **Use the below chart to define the problems and solutions**
* **Product Feature List**
  + **Write 10 one- or two-sentence descriptions of your product.**

|  |
| --- |
|  |

* + **Explain the general goal of the product.**

|  |
| --- |
|  |

* + **Does it address a market niche or segment? Describe it.**

|  |
| --- |
|  |

* + **Does it solve a problem or address a need in a new, different, faster or cheaper way?**

|  |
| --- |
|  |

* + **Product Benefit List**
  + **List the benefits through the customer’s eyes. New? Better? Cheaper? Faster? Etc.**

|  |
| --- |
|  |

* + **Summarize the benefits based on the 10 descriptions from the product feature list.**

|  |
| --- |
|  |

* + **Describe the Minimum Viable Product(MVP)**
  + **What is the smallest feature set?**

|  |
| --- |
|  |

* + **Have you accurately defined the problem? Who would you want to look at your product? What information would you need to verify you got it right?**

|  |
| --- |
|  |

* + **Create a User Story**
  + **Write a paragraph describing how a user would utilize your product, what features they’d enjoy and why, and what job it accomplishes for them**

|  |
| --- |
|  |