

# ONE PAGE PRODUCT STRATEGY

**COMPANY VISION**  
What does the organization we're a part of want to accomplish?

**CUSTOMERS**  
Who has this problem? How many of them are there?

**CHANNELS**  
How will people learn about our product? Through what channels? What channels do they currently use?

**PROBLEM STATEMENT**  
What pain are we trying to solve for our customers? Is this a validated problem or a hypothesis?

**SOLUTION**  
What is our proposed solution? What is the product we're going to build?

**ALTERNATIVES**  
How do they solve this problem now? Who are the direct and indirect competitors?

**UNIQUE SELLING PROPOSITION**  
Why will they use our solution over an alternative solution?

**MINIMUM VIABLE PRODUCT**  
What are the minimum features our product needs?

**NORTH STAR METRIC**  
What is the one metric that will determine success? Is there a time constraint on this metric?

**PRODUCT VISION**  
What is our vision for this product? How does it fit into the overall company vision?

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COMPANY VISION

CUSTOMERS

CHANNELS

PROBLEM STATEMENT

SOLUTION

ALTERNATIVES

UNIQUE SELLING PROPOSITION

MINIMUM VIABLE PRODUCT

NORTH STAR METRIC

PRODUCT VISION