

Product Requirements Document

Company name

Strategic positioning

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| **Positioning and messaging** | |
| **Vision** | *Aspirational picture of the world in the future* |
| **Mission** | *How you are going to make your vision a reality* |
| **Category** | *Market that you are in* |
| **Tagline** | *Catchphrase or slogan you use to describe your company or product* |
| **Brand essence** | *Core attributes you want to be known for* |
| **Boilerplate** | *Brief description of your company or product* |

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| **Top competitors** | | |
| **Competitor positioning #1** | **Competitor positioning #2** | **Competitor positioning #3** |
| *Positioning statement of a competitor* | *Positioning statement of a competitor* | *Positioning statement of a competitor* |

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| **Differentiation** | | |
| **Company differentiator #1** | **Company differentiator #2** | **Company differentiator #3** |
| *Unique, value-creating characteristic of your company* | *Unique, value-creating characteristic of your company* | *Unique, value-creating characteristic of your company* |
| **Product differentiator #1** | **Product differentiator #1** | **Product differentiator #1** |
| *Unique, value-creating characteristic of your product* | *Unique, value-creating characteristic of your product* | *Unique, value-creating characteristic of your product* |

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| **Customer challenges** | | |
| **Customer challenge #1** | **Customer challenge #2** | **Customer challenge #3** |
| *Major pain point for your customer* | *Major pain point for your customer* | *Major pain point for your customer* |

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| **Customer context** | |
| **Customer questions**  *To be answered when evaluating your product* | #1 |
| #2 |
| **Customer questions**  *To be answered in order to purchase your product* | #1 |
| #2 |

|  |  |  |
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| **Customer resources** | | |
| **Customer resource #1** | **Customer resource #2** | **Customer resource #3** |
| *Evaluation resource for your customers* | *Evaluation resource for your customers* | *Evaluation resource for your customers* |