

# PRODUCT STRATEGY TEMPLATE

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## PRODUCT STRATEGY

COMPANY

LOCATION

**Company Overview**  
Our residential solar panel company is committed to harnessing sustainable, affordable energy to power homes across the nation. With a focus on innovative, eco-friendly practices, we strive to make solar energy efficient and accessible for all homeowners.

**Product Vision Statement**  
To power every household with clean, sustainable, and affordable energy.

**Business Objectives**

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**Product Objectives**

- 
- 

**Key Results**

- 
-

  

## PRODUCT STRATEGY

### Competitive Landscape

Criteria	Your Company	Competitor A	Competitor B
<b>Strengths</b>	<ul style="list-style-type: none"> <li>Cutting-edge solar panel technology with 20% increased efficiency.</li> <li>Strategic partnerships.</li> </ul>	<ul style="list-style-type: none"> <li>Advanced technology with a 15% efficiency improvement.</li> </ul>	<ul style="list-style-type: none"> <li>Established regional presence in high-density urban areas.</li> </ul>
<b>Weaknesses</b>	<ul style="list-style-type: none"> <li>Limited solar panel variety.</li> </ul>		
<b>Pricing Strategy</b>	<ul style="list-style-type: none"> <li>Competitive pricing.</li> </ul>		

  

### Lean Canvas

<b>1. PROBLEM</b> Top 3 problems: 1. First 2. Second 3. Third	<b>4. SOLUTION</b> Top 3 features	<b>3. UNIQUE VALUE</b> Single clear and compelling message that states why you are different and worth buying.	<b>9. UNFAIR ADVANTAGE</b> Advantage that can't be easily copied or bought.	<b>2. CUSTOMER SEGMENT</b> Target customers and users.
<b>EXISTING ALTERNATIVES</b> List how these problems are solved today.	<b>8. KEY METRICS</b> Key activities to measure.	<b>HIGH LEVEL CONCEPT</b> List your X for Y analogy.	<b>5. CHANNELS</b> Path to customers.	<b>EARLY ADOPTERS</b> List characteristics of your ideal customers
<b>7. COST STRUCTURE</b> List your fixed and variable costs.		<b>6. REVENUE STREAMS</b> List your sources of revenue.		

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COMPANY

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Company  
Overview

Product  
Vision  
Statement

Business  
Objectives

Product  
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Key  
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### Competitive Landscape

Criteria	Your Company	Competitor A	Competitor B
Strengths			
Weaknesses			
Pricing Strategy			



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