

PRODUCT STRATEGY WORKSHEET

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TARGET CUSTOMERS Those for whom the product will deliver the most value.

	Persona 1	Persona 2	Persona 3
DEMOGRAPHICS			
VALUES			
NEEDS			

GROWTH AND SCALE Key elements that support the product's growth and the strategies to scale that growth.

ACQUISITION	RETENTION	EXPANSION	COST STRUCTURE	MARKETING CHANNELS

DIFFERENTIATION AND COMPETITION What makes the product stand out from the competition.

COMPETITOR NAME	COMPARISON: Better, Equal, or Lagging	ACTION: Monitor, Maintain, or Improve

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