

PROJECT TITLE: _____

TEAM MEMBERS: _____

Identify Opportunities

An opportunity statement is a short sentence or statement that briefly captures a potential opportunity for a new product.

Exercise 1 – Opportunity Statement

Based on your knowledge of your Product Realization Project, craft an opportunity statement for your product.

The Mission Statement

The product vision statement is useful for keeping the team focused on the overall goal or vision of the new product. It does not, however, go into any specifics as to how the team is going to get there.

Exercise 2 - Mission Statement

Develop a mission statement for your team's product:

Mission Statement:	
<i>Product Description:</i>	
<i>Key business goals:</i>	<ul style="list-style-type: none">•••
<i>Primary Market:</i>	<ul style="list-style-type: none">•
<i>Secondary Markets:</i>	<ul style="list-style-type: none">••
<i>Assumptions:</i>	<ul style="list-style-type: none">•••
<i>Stakeholders:</i>	<ul style="list-style-type: none">•••••