

Moore's Vision template

Product name/codename:

For	<i>target customer</i>
Who	<i>have the following problem</i>
Our product is a	<i>describe the product or solution</i>
That Provides	<i>cite the breakthrough capability</i>
Unlike	<i>reference competition</i>
Our product/solution	<i>describe the key point of competitive differentiation</i>