

<b>Product description</b>	
<b>Problem / Opportunity</b> What problem solves this product? If there is no problem, what is the opportunity?	<b>Users</b> Who has this problem?
<b>Existing alternatives</b> How do users solve their problem now?	<b>Unique value proposition</b> What makes this product different from the rest? Why would users choose it over other alternatives?