The Product Management Canvas

Product Name:

Canvas by:

On:

Iteration #:

Idea

Problem / Opportunity
What Unique Need / Dormant Need / Aspiration That Needs To Be Addressed?

Idea
The idea that will address the above.

Market

Market Size

Market Opportunity
How much of this market size can be addressed?

Key Partners

Competitors

Customer Segment

B2B
Startup, SME, Business Houses, MNC

B2C
BPL, LMC, MC, UMC, HNI

Early Adopters

Business Value

Product - Organization Fit

Product - Market Fit

Revenue Model(s)

Cost Analysis

Regulatory & Compliance

Features

Value Propositions / USP

Other Key Features

Metrics

Success Criteria

Viability Criteria

Failure Criteria

Evangelism

☐ Elevator Pitch
☐ Content Strategy
☐ Terminology
☐ SEO Strategy
☐ Brand Assets (Domains, etc.)
☐ Social Media Presence
 What Social Networks Are In Focus?

Support Channels

Visual Identity

☐ Name
☐ Logo, Icons
☐ Brand Playbook
☐ Presentation & Docs Template
☐ Product Docs Templates
☐ Social Network Assets
☐ Display Ads Assets

Go To Market

☐ Time of Launch
☐ Launch Strategy, Collaterals
☐ Sales, Delivery Channels
☐ Positioning, Promotion Strategy
☐ Decision Makers, Influencers
☐ Recommenders
☐ Sales Collateral
☐ Marketing Collateral
☐ User Support Docs
☐ Training Collaterals
☐ Change Management

Key Resources

Licenses

3rd Party Platforms
Analytics Tools, SDK

Risks

Shortcomings

Assumptions

Disruption Readiness

The Product Management Canvas, is a strategic management and entrepreneurial articulation tool. It allows you to describe a product having the highest return on investment versus risk.