Blackblot SPE Model for Startups

Market Opportunity	Market Problem	Product Development	Market Messaging	Product Delivery
What is the profit/risk potential? Identify and justify a valid market opportunity. ○ *Market Opportunity Assessment and Validation* ○ *Terminology*	*What to solve? What needs? Describe the market difficulty and desired functionality.* ○ *User Statements* ○ *Use Cases* ○ *Product Roadmap*	*How to solve? How to build? Realize the required features and technology.* ○ *Product Statements* ○ *Feature Set* ○ *Technology*	*What information so they buy? Outline the product's value and positioning information.* ○ *Value Proposition* ○ *Product Positioning* ○ *Unique Selling Proposition*	*Which approach to win? Formulate the strategy mix and business model.* ○ *Business Strategy* ○ *Market Strategy* ○ *Product Strategy* ○ *Business Model*

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