AUTHORS / TEAM

DATE

PROJECT-VALUE
CANVAS

PIM-Go
Product Integration Model

CUSTOMER SEGMENTS *Define your target-audience, including the user (those that are going to use the product) and clients (those that will pay for the product).*
01

PROBLEM *Describe the problem that will be tackled.*
02

UNIQUE VALUE PROPOSITION *Outline the main factor that differentiates your solution from others in terms of value to the target audience.*
05

MAIN DELIVERABLES *List the main product's deliverables.*
09

MAIN RISKS *Identify the main risks associated with the product, from conception to delivery. For example, Lack of user feedback (conception), insufficient human resources available for development (delivery).*
13

ROOT CAUSES *List the main root causes of the problem.*
03

KEY METRICS *List the main metrics that will define the performance of your product.*
07

EARLY ADOPTERS *List the initial group of your target audience that will most likely adopt the solution.*
06

SOLUTION *Define the solution based on the chosen idea.*
04

SMART GOAL *Define at least one SMART goal related to the listed key metrics (S –Specific, M – Mensurable, A – Agreed, R – Realistic, T – Time-bound)*
08

OUT OF SCOPE *Identify explicitly what is not part of the project.*
10

COST STRUCTURE *List the main costs of your product, which can be fixed or variable, casual or recurrent.*
12

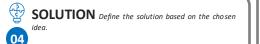**ROADMAP** *List the main deliverables in a timeline. Don´t worry about precise dates, as the main objective is to provide just a timeframe overview.*
11