

PRODUCT VISION BOARD EXAMPLE TEMPLATE

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VISION

What is your purpose for creating the product?

Which positive change should it bring about?

To be the leading free electric vehicle (EV) / electric car-charging network in the world.

Having completely free electric car-charging stations in as many locations as possible will result in cleaner air, lower carbon footprint, lower cost of driving in communities, serve as a model for other forms of clean transportation, and help communities achieve climate-change goals.



TARGET GROUP

Which market or market segment does the product address?

Who are the target customers and users?

The product's target markets are existing - and potential - electric vehicle (EV) users/drivers.



NEEDS

What problem does the product solve?

Which benefit does it provide?

The product provides a solution to the relative "scarcity" of EV charging stations.

With an increase in EV charging stations, EV drivers/users will have more charging options. The prevalence of EV charging stations will also entice non-EV users/drivers to switch to EV vehicles, with the following benefits:

- cleaner air
- lower carbon footprint
- lower cost of driving in communities
- serve as a model for other forms of clean transportation
- help communities achieve climate-change goals



PRODUCT

What product is it?

What makes it stand out?

Is it feasible to develop the product?

Unique EV charging stations.

Product is differentiated in that we're partnered with the largest brick-and-mortar retailers in the US, Canada and Mexico.

It's completely feasible to continue to develop / evolve existing product, so that our EV charging stations are *universal* for all EVs.



BUSINESS GOALS

How is the product going to benefit the company?

What are the business goals?

The primary goal is to roll out our product to more locations than any EV-charging provider.

Being the market leader will result in a 36% revenue increase for the company over a 5-year period.

Additional business goals are to continue sales and partnerships with existing – and potential – retail-chain locations to implement EV-charging stations in their parking lots.



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