

new customers, new projects from existing customers, profit from the project

Client: how the project will help client gain market share; what you know about the market trends & competition; sharing of costs; time-frames; assumptions of inputs from client, discussions and dialogues between client and his customer(s); what client feels/knows about his market.

Customer: Benefits possible - how & why the features will give the benefits

Team members: very specific and detailed Requirements with a lot of technical details - list of assumptions made and why they are valid assumptions

2. Define your Customer profile

Start with image of customer: who he is -- what his needs are -- determine how u can do any of the following for your customer: (a) reduce his pain (b) increase his gain (c) fulfill some need - articulated or as yet unknown: describe the need and how your solution addresses this need; are there any side effects and benefits as a result of fulfilling this need?

3. Who is the product/service aimed at?

Select one of the following:

(a) Direct to customer,

(b) known client,

(c) Unknown client ie. Proposal to be forwarded to a few potential clients - define characteristics of the client

4. Select one of the following (read product as product/service):

* Product already exists - to be enhanced

* Competitor has a product with deficiencies

* Competitor has an excellent product in the making

* Competitor has an excellent product already in the market with same features

* Unknown product - describe what the new product will do; what will it achieve for the customer, for the client.

5. In step 4, you have selected the product/service for which the proposal is being created. Next select one of the following:

(a) Features set well-defined and classified as mandatory, desirable and cosmetic

(b) Unknown features - it is the feature set which has to be composed & proposed

6. Whatever the combination of choices in Step 4 and 5, some basic research should be done. For article on how to

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