

# Position statement framework

The position statement framework is a structured approach to define how a product fits into the market and meets customer needs. It typically includes:

- 1.**Target Market:** Defines the specific audience or segment the product is designed to serve.
- 2.**Need:** Identifies the key problem or opportunity the product addresses for the target market.
- 3.**Product Description:** Explains what the product is and its core functionality.
- 4.**Key Benefits:** Highlights the unique value and advantages the product provides to the customer.
- 5.**Differentiation:** Clarifies how the product stands out from competitors, focusing on unique features, benefits, or positioning.

| STATEMENT                          | DESCRIPTION                                                                                          |
|------------------------------------|------------------------------------------------------------------------------------------------------|
| FOR <target market>                | A concise definition of the market segment                                                           |
| WHO HAVE <this problem>            | The problem statement indicating the underserved need or market gap                                  |
| OUR PRODUCT IS <solution category> | A generic name to help categorize the solution to the market                                         |
| THAT PROVIDES <key benefits>       | Key benefit(s) and the value provided                                                                |
| UNLIKE <reference competition>     | Defines the primary alternative market solution(s)                                                   |
| OUR SOLUTION <key advantages>      | Identifies how this product differentiates from the competition in a way that creates customer value |