Product Opportunity Mapping
Product First Principles:

Product Opportunity Mapping Framework:

1.0 Product Opportunity Summaries	1.1 Product Fundamentals	1.2 Strategy Alignment	1.3 Product Informant Networks
2.0 Problem Selection	1.1 Identifying Problems	1.2 Quantifying Problems	1.3 Secret Sauce" (Why Us? Why Now?)
3.0 Customers & Markets	3.1 Ideal Customer Profiles	3.2 TAM, SAM, SOM	3.3 Market Access
4.0 Competition & Fit	4.1 Direct & Indirect Competition	4.2 Sources of Competitive Advantage	4.3 Three Types of Fit
5.5 Full Product & Company Definitions	5.1 Five Components of Every Business	5.2 Product Spec Sheet & FAQs	5.3 Mapping the Gap
6.0 Accountability & Game Plans	6.1 Product Pitch Deck	6.2 Game Plans	6.3 Decision Making

Four Fundamental Questions:

1
What problem are you trying to solve?

Is it worth solving?

2
Who is the customer?

Where do they exist?

3
Who are you competing against?

Directly and indirectly

4
How and why are you going to win?

Why you and why now?