

Analyst Presentation Template



This template is part of the Product Lifecycle Toolkit™ from the 280 Group.

The 280 Group helps companies deliver products that delight their customers and produce massive profits™. They offer Product Management and Product Marketing consulting, contractors, training, certifications, books and templates. www.280group.com 408-834-7518

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Product Briefing for Analysts

Name of person/company being briefed goes here

Presenter's Name

Presenter's Title

9/21/2011

NOTE: The analyst briefing has much more detail than the press presentation about the market, company, competitive landscape and future plans. Create the analyst briefing first and then use it as the basis for the press presentation

Sample from Product Management Lifecycle Toolkit
www.280group.com

Agenda

- About [Company Name]
- Customer & Market Needs
- Introducing...[Product Name]
- [Product Name] Details
- Summary

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[Company Name] History

- History
- Management Team
- Significant Achievements
- Current Product
- Funding

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[Company Name] Customers

Note:

List names of prominent customers, include their logos and/or quotes/testimonials.

Include an anecdotal story of how your product helped a customer.

Leverage beta program customers for this if possible.

Make sure you have customer references lined up for press and analysts to speak with.

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[Company Name] Vision

[Vision statement goes here]

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Market Trends

- Include data and anecdotes about macro-level trends that are affecting the market and the industry.

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Customer Needs

- Pain point number 1
- Pain point number 2
- Pain point number 3
- Pain point number 4
- Pain point number 5

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Current Solutions

- Solution # 1
 - Why it is inadequate
- Solution # 2
 - Why it is inadequate
- Solution # 3
 - Why it is inadequate

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Introducing...

[Product Name]

Tag line goes here.

Product Details

Feature	Benefit
Feature #1	Corresponding benefit
Feature #2	Corresponding benefit
Feature #3	Corresponding benefit
Feature #4	Corresponding benefit
Feature #5	Corresponding benefit

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Pricing & Availability

- Pricing
- Availability

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Warranty & Support

- Warranty
- Support

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Review Program

- When units will be available
- Other details

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Competitive Landscape (optional)

- Table stating competitors and your advantages over them
- Chart showing positioning of competitors/setting the competitive argument

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Roadmap/Futures (optional)

- Analysts will expect you to give them an idea of where you are headed
- Press people are less likely to care about futures
- Include either a table or chart (see the 280 Group Product Roadmap Toolkit)
- Keep the details vague if possible – describe new releases in terms of themes not specific features
- Remember that you will be held accountable for what you present here – the audience will call you on it next time you present to them.

Summary

- Company
- Market
- Customer Needs
- Product
- Main Product Differentiation

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Q&A

Contact info:

Presenter's Name

Presenter's email

Presenter's Phone

PR Contact Name

PR Contact email

PR Contact Phone

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