

Press 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 Press

Name of person/company being briefed goes here

Presenter's Name

Presenter's Title

9/21/2011

NOTE: The analyst briefing usually 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 this 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

Sample from Product Management Lifecycle Toolkit
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[Company Name] History

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

Sample from Product Management Lifecycle Toolkit
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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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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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Sample from Product Management Lifecycle Toolkit

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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Summary

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

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Q&A

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Contact info:

Presenter's Name
Presenter's email
Presenter's Phone

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