

# Proof of concept



**Project or product name:** \_\_\_\_\_



**The problem:** \_\_\_\_\_

Identify the problem or opportunity your idea intends to solve.



**Target audience:** \_\_\_\_\_

Identify the market your idea aims to help and how you determined that this market needs help.



**Resources needed:** \_\_\_\_\_

List everything, from materials to permits to human expertise, that this project would require.

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## Success criteria/KPIs:

Identify a few specific metrics that you will use to determine whether your POC has passed.



## Project scope:

Detail your plan for rolling out your project.



## Timeline:

If your project will be broken into multiple phases, describe them and identify their timelines below.

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**Phase 1:**

**Date range:**

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**Phase 2:**

**Date range:**

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**Phase 3:**

**Date range:**