



CENTER FOR HOMELAND
DEFENSE AND SECURITY
NAVAL POSTGRADUATE SCHOOL



HSx MODULE: ENTREPRENEURSHIP (STEP 7 – HIGH LEVEL PRODUCT SPECIFICATION)



APRIL 2017

WHAT IS HIGH LEVEL PRODUCT SPECIFICATION ?

- Visual representation of the what the product will do.
- Selling the customers solution to their problem is the goal, not highlighting a technology or widget.
- This is not a prototype creation.
- It is a brochure designed at a very high level that allows the team and customer to understand and potentially see the product in its initial draft. This will help get your team and potential customers on the sheet of music and share the same visualization.
- The exercise in designing the logo and depicting the functions of the product will significantly help in organizing your thoughts and synchronizing your teams focus.

VIDEO CLASSES AND SHORT PRESENTATION

- How to Create a High Level Product Specification - Bill Aulet
 - <https://www.youtube.com/watch?v=EM4GGNwHBAE>
- How to Develop a Product Concept - High Level Product Specification Explained - Bill Aulet
 - <https://www.youtube.com/watch?v=Awv331EWu0Y&list=PLQykyC1zr8f-z4MUzQQtWSg2-QIF0F2cz&index=8>
- Sandra Richter & Jutta Friedrichs, Co-Founders of Changing Environments, Explain Their Startup
 - https://www.youtube.com/watch?v=EUh_jEBOd9o&list=PLQykyC1zr8f-z4MUzQQtWSg2-QIF0F2cz&index=10
- How to Do High Level Product Specification: Changing Environments Case Study
 - <https://www.youtube.com/watch?v=tleTgXoy7II&index=11&list=PLQykyC1zr8f-z4MUzQQtWSg2-QIF0F2cz>
- Tips For Entrepreneurs - Sandra Richter & Jutta Friedrichs, Co-Founders of Changing Environments
 - <https://www.youtube.com/watch?v=w45730a-lcE&list=PLQykyC1zr8f-z4MUzQQtWSg2-QIF0F2cz&index=12>

SUMMARY

“Visually laying out your product will allow your team and your potential customers to converge around an understanding of what the product is and how it benefits customers. Staying at a high level, without too many details or a physical prototype, allows for rapid revision without investing too much time and resources this early in the process of creating your new venture. Building a visual representation of the product will likely be harder than you think, but will get everyone on the same page, which will prove extremely valuable going forward. A brochure with features, functions, and benefits to the customer further clarifies your product offering and is a great compliment to the pictures you create.”

Aulet, B. (2013). *Disciplined Entrepreneurship*. Hoboken, New Jersey, United States of America: John Wiley & Sons, Inc.

Entrepreneurial Process – High Level Product Specification

Date of information: 11 March 2017

Overview: Visually laying out your product will allow your team and your potential customers to converge around an understanding of what the product is and how it benefits customers. Staying at a high level, without too many details or a physical prototype, allows for rapid revision without investing too much time and resources this early in the process of creating your new venture. Building a visual representation of the product will likely be harder than you think, but will get everyone on the same page, which will prove extremely valuable going forward. A brochure with features, functions, and benefits to the customer further clarifies your product offering and is a great compliment to the pictures you create.¹

Educational Videos and Short Classes:

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