

Lean Market Requirement Doc



Market Size:

- Companies
- x EUR per deal
- x EUR market size

Why now?

- Regulation change?
- Competitor gap?
- Product/Market fit?

Average deal size

- x EUR per transaction
- x transactions per year
- xK EUR annual

Customer Segments

- x

Market Size

- x Companies
- 10% adoption = x EUR opportunity

Competition

- Manual solutions
- Inferior product
- Market Leader?
- **What is your strong product/market fit**

Key Metrics

- x y z

Personas

- A
- B