



***The Product Marketing & Product Management Experts™***

Consulting • Contractors • Training • Templates

# Product Manager's Toolkit™

*Deliver more effective and professional documents in less time!*

- 30 Best Practices PM Templates
  - MRDs
  - Marketing Plans
  - Positioning
  - Pricing
  - Business Case
  - Competitive Analysis
- Covers the entire product lifecycle
- 280 Group White Papers & Samples
- 30 Minute Consultation
- Unlimited updates & upgrades



# Product Launch Toolkit <sup>TM</sup>

*Plan and execute high-impact product launches!*

- 42 slide narrated presentation
- 17 product launch templates
  - Product Launch Plan
  - Competitive Product Comparison
  - Press Release Background Document
  - Press Release
  - Press Kit Checklist
  - Product Overview One Pager
  - Features & Benefits
  - Product Launch Checklist
  - Product Launch Marketing ROI Calculator
  - Product Launch Marketing Budget
  - Collateral & Sales Tools Checklist
  - Competitive Feature Matrix
  - SWOT Analysis
  - Online Advertising ROI Calculator
  - Positioning Statement & Matrices
  - Press & Analyst Presentation
  - Customer Presentation
- Samples & examples
- Guidelines & Tips
- Includes 30 Minute Consultation

Company: Confidential

## Product Launch Plan

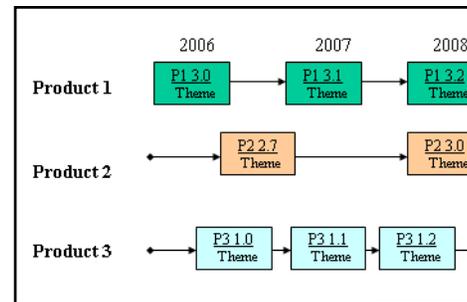
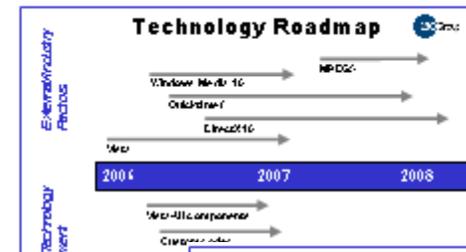
### SWOT Analysis Template

		<i>Internal</i>						
		<b>Strengths</b>	1	<b>SUMMARY OF FEATURES</b>	A	B	C	D
<i>External</i>	<b>Opportunities</b>	Strategies the company exploit to take advantage opportunities.	2	<b>Competitive Feature Matrix</b>				
	<b>Threats</b>	Strategies the company use to defend itself from threats.	3		<b>LEGEND</b>			
					■ YES ■ NO ■ ADD-ON	[Product Name] [Competitor 1]		
			12	<b>Feature Category Three</b>				
			13	Feature 1				
			14	Feature 2				
			15	Feature 3				
			16	<b>Feature Category Four</b>				
			17	Feature 1				
			18	Feature 2				
			19	Feature 3				

# Product Roadmap Toolkit™

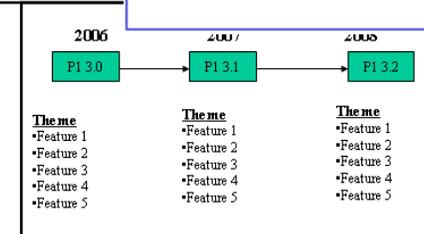
**Create more compelling and effective Product Roadmaps in less time!**

- 43 slide narrated presentation covering:
  - Different types of roadmaps
  - 8 step roadmap process
  - Prioritizing features & projects
  - Best practices
- 14 types of roadmaps included
  - Multiple Product Lines
  - "Golden Feature" Internal/External
  - Timed Release Internal/Eternal
  - Theme-Based Internal/External
  - Matrix
  - Market & Strategy
  - Visionary
  - Competitive, Market & Tech Trends
  - Technology
  - Technology across products
  - Platform
- 75 Templates (quarterly, multi-year, combined)
- Matrices
  - Feature prioritization
  - Project prioritization
  - Solution component
- Includes 30 Minute Consultation



**Market & Strategy Roadmap**

	Year One	Year Two
Markets	Healthcare	Financial Manufacturing
Partner	X.Y.Z. Company	
Build In-House		2.X. Release
Acquire		Data analytics

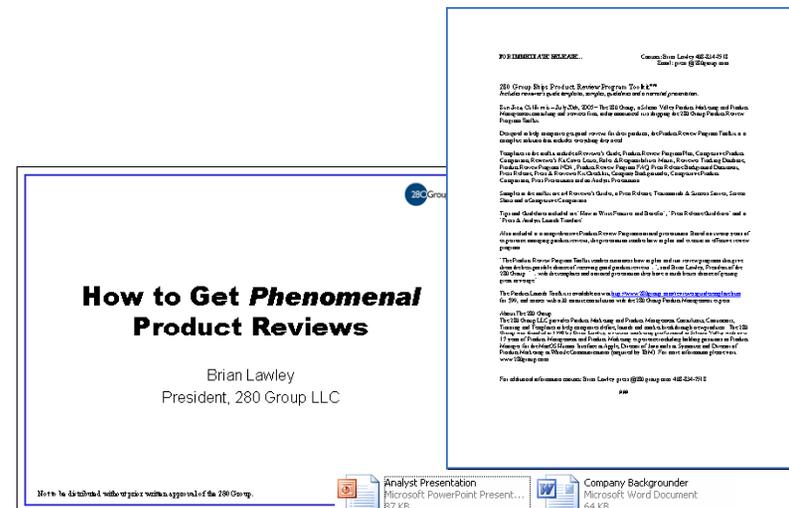




# Product Review Program Toolkit™

***Dramatically increase your chances of receiving positive reviews!***

- 37 slide narrated presentation: “How to get Phenomenal Product Reviews”
- Templates:
  - Reviewer's Guide
  - Product Review Program Plan
  - Competitive Product Comparison
  - Reviewer's Kit Cover Letter
  - Roles & Responsibilities Matrix
  - Reviewer Tracking Database
  - Product Review Program NDA
  - Product Review Program FAQ
  - Press Release Background Document
  - Press Release
  - Press & Reviewer Kit Checklist
  - Company Backgrounder
  - Competitive Product Comparison
  - Press Presentation
  - Analyst Presentation
- Samples & Guidelines
- Includes 30 Minute Consultation

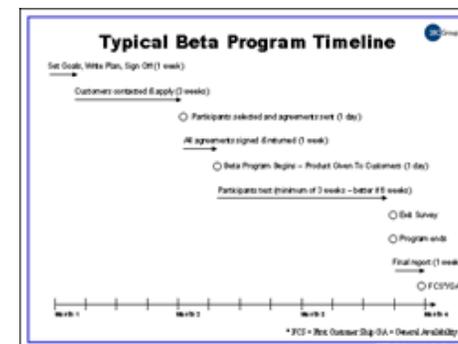
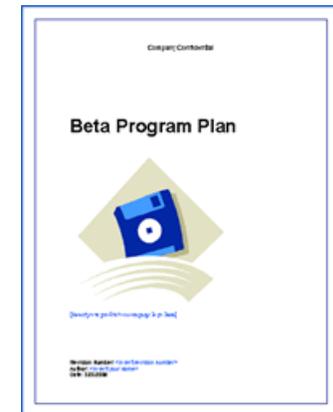


- Analyst Presentation  
Microsoft PowerPoint Present...  
87 KB
- Company Backgrounder  
Microsoft Word Document  
64 KB
- Competitive Feature Matrix  
Microsoft Excel Worksheet  
85 KB
- Competitive Product Comparison  
Microsoft Word Document  
98 KB
- Press & Reviewer Kit Checklist  
Microsoft Excel Worksheet  
16 KB
- Press Presentation  
Microsoft PowerPoint Present...  
81 KB
- Press Release  
Microsoft Word Document  
41 KB
- Press Release Background Document  
Microsoft Word Document
- Product Review Program FAQ  
Microsoft Word Document  
71 KB
- Product Review Program NDA  
Microsoft Word Document  
70 KB
- Product Review Program Plan  
Microsoft Word Document  
588 KB
- Reviewer Tracking Database  
Microsoft Excel Worksheet  
59 KB
- Reviewers Guide  
Microsoft Word Document  
1,585 KB
- Reviewers Kit Cover Letter  
Microsoft Word Document  
42 KB
- Roles & Responsibilities Matrix  
Microsoft Excel Worksheet  
18 KB

# Beta Program Toolkit

*Run more effective beta programs with less effort!*

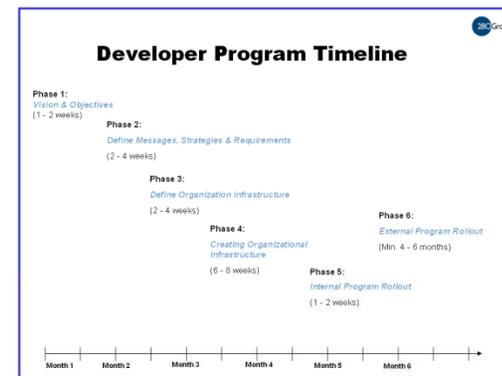
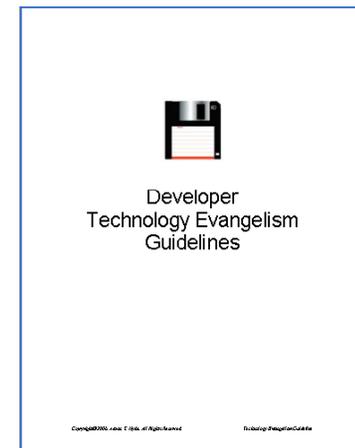
- Narrated presentation teaches best practices
- Templates Included:
  - Critical Decisions Checklist
  - Deliverables Checklist
  - Sample NDA
  - Beta Program Plan Template
  - Sample Beta Agreement
  - Final Report Template
  - Sample Exit Survey
  - Text for communicating with participants
  - Database for tracking participant status
  - Bug/feature database
  - Master schedule
- 280 Group White Papers & Samples
- 30 Minute Consultation



# Developer Program Toolkit

Everything you need to recruit developers more effectively!

- Narrated presentation teaches best practices
- Guideline Documents:
  - Developer Evangelism Plan Guidelines
  - Developer Briefing Guidelines
  - 3 Year Roadmap Guidelines
  - 1 Year Roadmap Guidelines
- Templates & Samples
  - Evangelism Plan Template
  - Sample Evangelism Plan
  - Seeding Program Invitation Letter
  - Developer Database (Excel & FileMaker formats)
  - Evangelism Project Cost Estimator
  - Evangelism Timeline
  - Developer Briefing Agenda
  - 3 Year Roadmap
  - 1 Year Technology and Tools Roadmap
  - 1 Year Developer Training Roadmap
  - 1 Year Marketing Opportunity Roadmap
  - Partner Program Agreement
- 280 Group White Papers & Samples
- 30 Minute Consultation



# 280 Group PM Office



The PM Office Standard is a collection of our three most popular toolkits including the following:

- Product Roadmap Toolkit™
- Product Launch Toolkit™
- Product Manager's Toolkit™
- One hundred twenty two templates
- Two narrated training presentations
- White Papers, Samples & Guidelines
- 45 MB of electronic files
- Half hour consultation with the 280 Group



The PM Office Professional is a collection of all six of our toolkits including the following:

- Product Roadmap Toolkit™
- Product Launch Toolkit™
- Product Manager's Toolkit™
- Beta Program Toolkit™
- Product Review Program Toolkit™
- Developer Program Toolkit™
- Five narrated training presentations
- One hundred sixty six templates
- White Papers, Samples & Guidelines
- 85 MB of electronic files
- Half hour consultation with the 280 Group

# 280 Group Services Offered

## Product Management

- **Market Analysis**
- **Developing Business Cases**
- **Profit & Loss Analysis**
- **Customer Research**
- **Market Research**
- **MRDs & PRDs**
- **Product Roadmaps**
- **Working With Engineering Teams**
- **Reviewing Functional Specs**
- **Finalizing Product Requirements**
- **Prioritizing Feature Sets**
- **Feature, Schedule & Cost Tradeoffs**
- **Competitive Analysis**
- **Running Beta Programs**

## Product Marketing

- **Product Launches**
- **Sales Tools**
- **Positioning**
- **Pricing**
- **White Papers**
- **Reviewer's Guides**
- **Product Demos**
- **Competitive Comparisons**
- **Customer Testimonials**
- **Success Stories**
- **Features & Benefits/USPs**
- **Press Tours & Materials**
- **Presentations**
- **Training Materials**



# Contact the 280 Group

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