

PRD Template

Product/Initiative

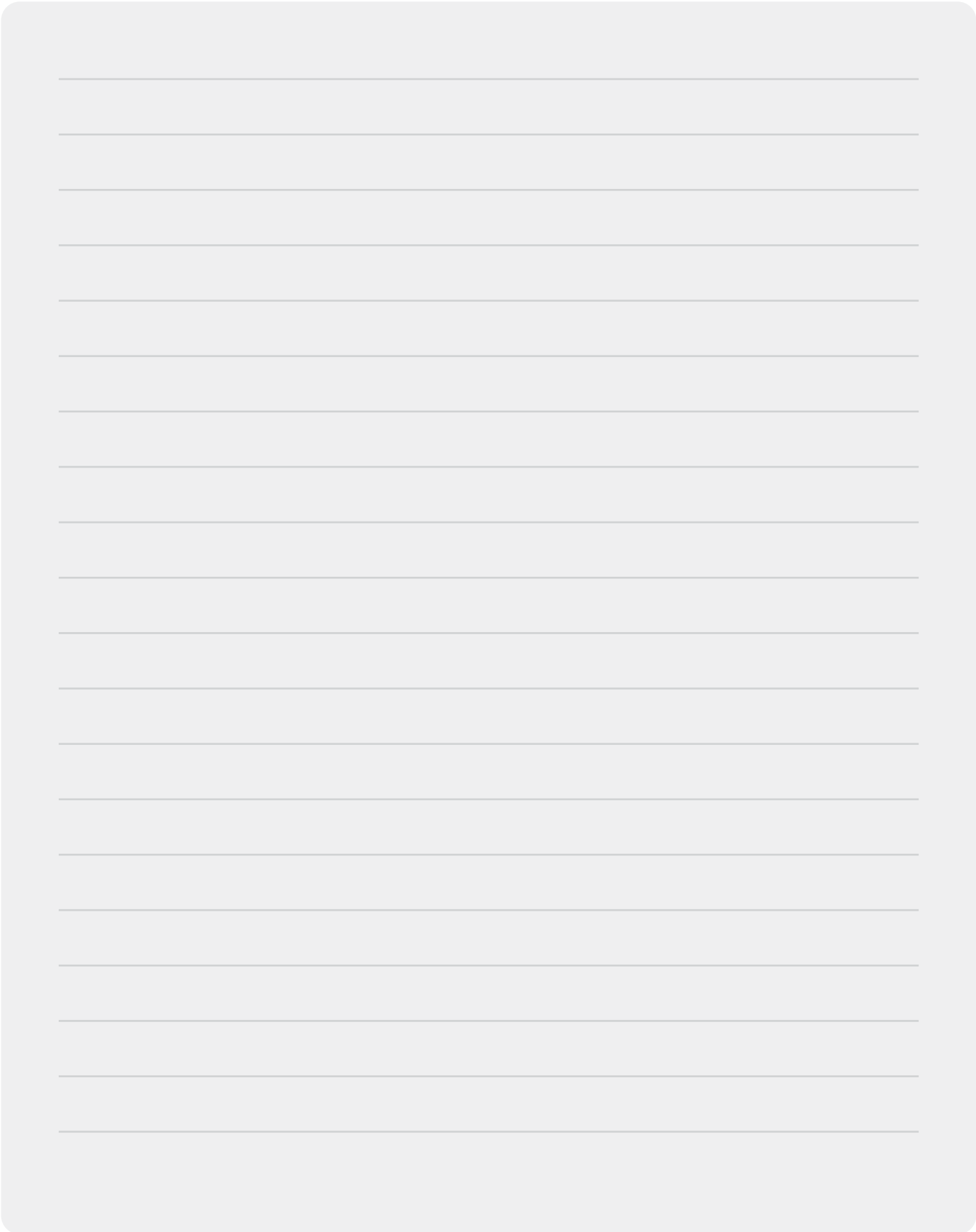
Client

Product Manager

Date

Document Purpose

Executive Summary



A large, light gray rounded rectangle with horizontal lines, serving as a template for writing an executive summary. The lines are evenly spaced and extend across the width of the rectangle, providing a guide for text entry.

**Who are we building
this product for?**

**Why are we building
this product?**

What are we building?

What are we not building?

Optional Elements

Feature list, desired outcomes, user experiences, or use cases

User flows or other diagrams

Competitor landscape, market overview

Tech stack and requirements

Optional Elements

Ideal team structure and roles

Potential pitfalls

Timeline

Go-to-market strategy

