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| ***Market Requirement Document for <Product/Solution Name>*** |
| [Type the document subtitle] |
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**Revision History**

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| --- | --- | --- | --- | --- |
| **Date** | **Description** | **Revision by** | **Version No.** | **Remarks** |
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***Note:***

*This template assumes that following other artifacts are prepared / maintained separately.*

1. *Business Plan*
2. *Use cases document*

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## Background

## Scope & Purpose

## Document Target audience

## Definition & Abbreviation

## References

*<Mandatory: Business Plan document>*

## Stakeholders

*<Specific roles and responsibilities with specific names>*

## Market Opportunity

## Market Analysis & Industry Trends

## Opportunity Identification

*<Problem identified for development of product/solution>*

## Target Market/Customers/Users

## Market Sizing & Addressable market size

## Proposed Product/Solution

## Product/Solution brief description

## Competition Analysis

<Perform analysis for

* Direct and indirect competition.
* Competition companies & their products
* Product/solution analysis based on features, identify differentiating features and aspects about the product/solution
* Competition eco-system (Partners, Vendor etc)
* Market share
* SWOT analysis >

## Product Strategy

*<Value proposition, positioning, pricing, business model, differentiators and any other aspects that are key to address the opportunity most effectively for Capgemini product/solution success >*

## Use Case Scenarios

*<Describe Use Cases considered for the product/solution with unique IDs. >*

## Market Requirements

## Functional Requirements

|  |  |  |
| --- | --- | --- |
| **ID**: | **Name**: | **Priority**: |
| **Description**: | | |
| **Source of requirement**: | | |
| **Status**: *<Approved / Under Review / Just arrived/Dropped / HOLD> etc.* | | |
| **Planned Release No. or Version no.** : | | |

<Priority of a requirement can be decided based on weighted average value calculated based on the following:

* Perceived increase in value of the solution
* Demand from Customers
* Technical feasibility
* Investment required,
* Potential increase in revenue from RoI perspective etc

>

## Non-functional Requirements

*<Performance, Usability, Compliance & Certification, Integration, Installation, Portability, etc>*

## Documentation

## Timelines

## Assumptions & Dependencies

## Assumptions

## Dependencies

## Financials

## Revenue Forecast

*<Can be derived from Business plan>*

## Investment Plan/Estimates

*<Can be derived from Business plan. Please include all the cost parameters development, capex, marketing, etc>*

## Risk Management

*<Identify the risks related to market, change in technology, regulations, eco-system/partners, delivery related, legal and financials. Also qualify them based on impact and probability of occurrence >*

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