



FeaturePod

Feature Request Aggregation for Better Product Decisions

Customer-Centricity

"The customer isn't always right. But if you don't listen to them, your product won't be either."

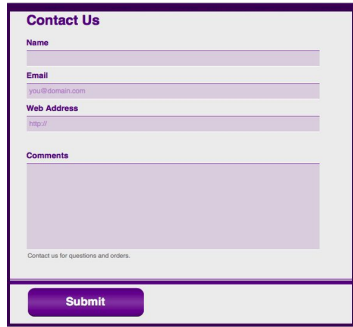
– Oli Gardener, CEO, Unbounce

But How?

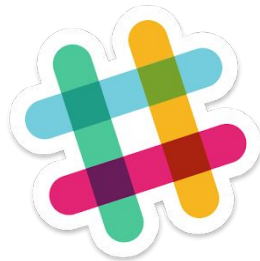
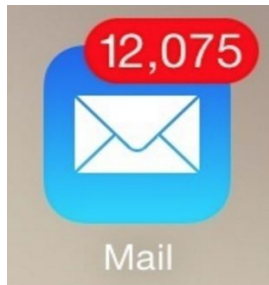
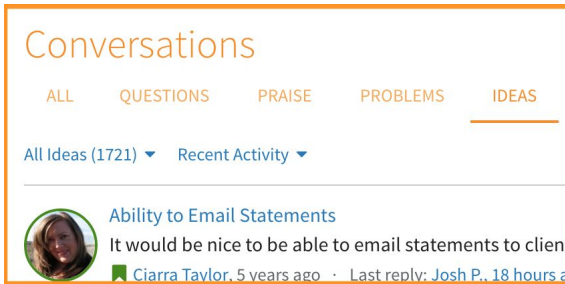
PMs spend 41% of their time deciding what should go into products



And Where?



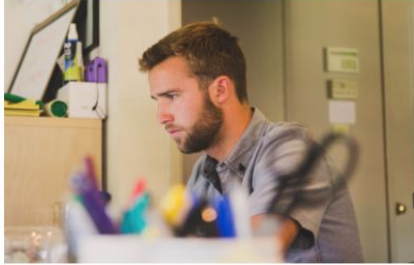
A screenshot of a contact form with fields for Name, Email, Web Address, and Comments, and a Submit button.



Input Overload:

- Contact Forms
- Helpdesks
- Customer Forums
- Chat
- Emails
- Spreadsheets

Who Cares? - Meet Rob



"One of my team's goal is making sure everyone is aligned and understands what our customers want."

Work: Senior Product Owner

Location: New York, NY

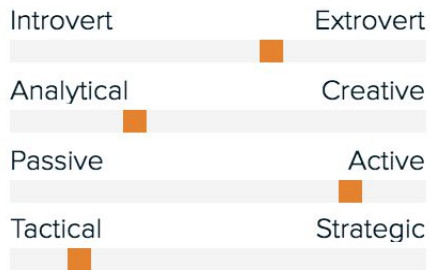
Bio

Rob works as a senior product owner at large company that delivers a SaaS product to enterprise companies. He's worked at this agile organization for 3 years starting out as an associate product owner and has made quick progress to become a S.P.O. His job is to work tactically to help bridge the gap between customers and the company to deliver a great product. Some of his primary responsibilities are to manage and edit the backlog, communicating information across the organization, and talking directly to customers on a daily basis to understand their requirements.

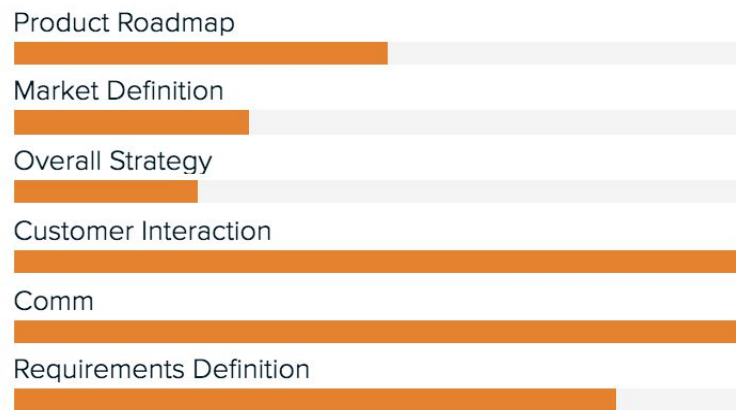
Goals

- Ensuring that teams across departments are aligned and understand what their customers want.
- Distilling relationships across 100s of feature requests and understanding overall customer pain points
- Deliver a product experience that solves customer's problem and makes them feel heard and happy
- To experience unified systems that are easy to learn and make his job easier

Personality



Focus Areas
















Frustrations

- Current processes for documenting and managing feature requests is very manual and time consuming
- Reconciling duplicate request are an issue because of the different forms they come in
- Doesn't have an intuitive way to see how requests are linked across customers and within the organization
- It's hard to make sure all departments have access to information that would help to align the organization on goals and customer needs

Tools



Search...

Theme	Title	Status	Votes 	ROI Rank 
<input type="checkbox"/> Cart	Ability to Sell Membership Options	In Progress	324  	1
<input type="checkbox"/> Booking	See Next Available Appointment	Planned	117  	2
<input type="checkbox"/> Booking	Reserve Equipment	Parked	75  	15
<input type="checkbox"/> Performance	Faster Widget Load Times	Planned	45  	3
<input type="checkbox"/> Registration	Eliminate Duplicate Registrations	In Progress	28  	5
<input type="checkbox"/> Cart	Gift Card Support	Parked	14  	30



The Competition

user**voice** 

 **RECEPTIVE**

 **Accompa**[®]

The Revenue Model

Starter

- 5 Admin Users
- 2 Product Boards
- Unlimited Viewers
- Unlimited Requests

\$49/Month

Standard

- 10 Admin Users
- 6 Product Boards
- Unlimited Viewers
- Unlimited Requests

\$199/Month

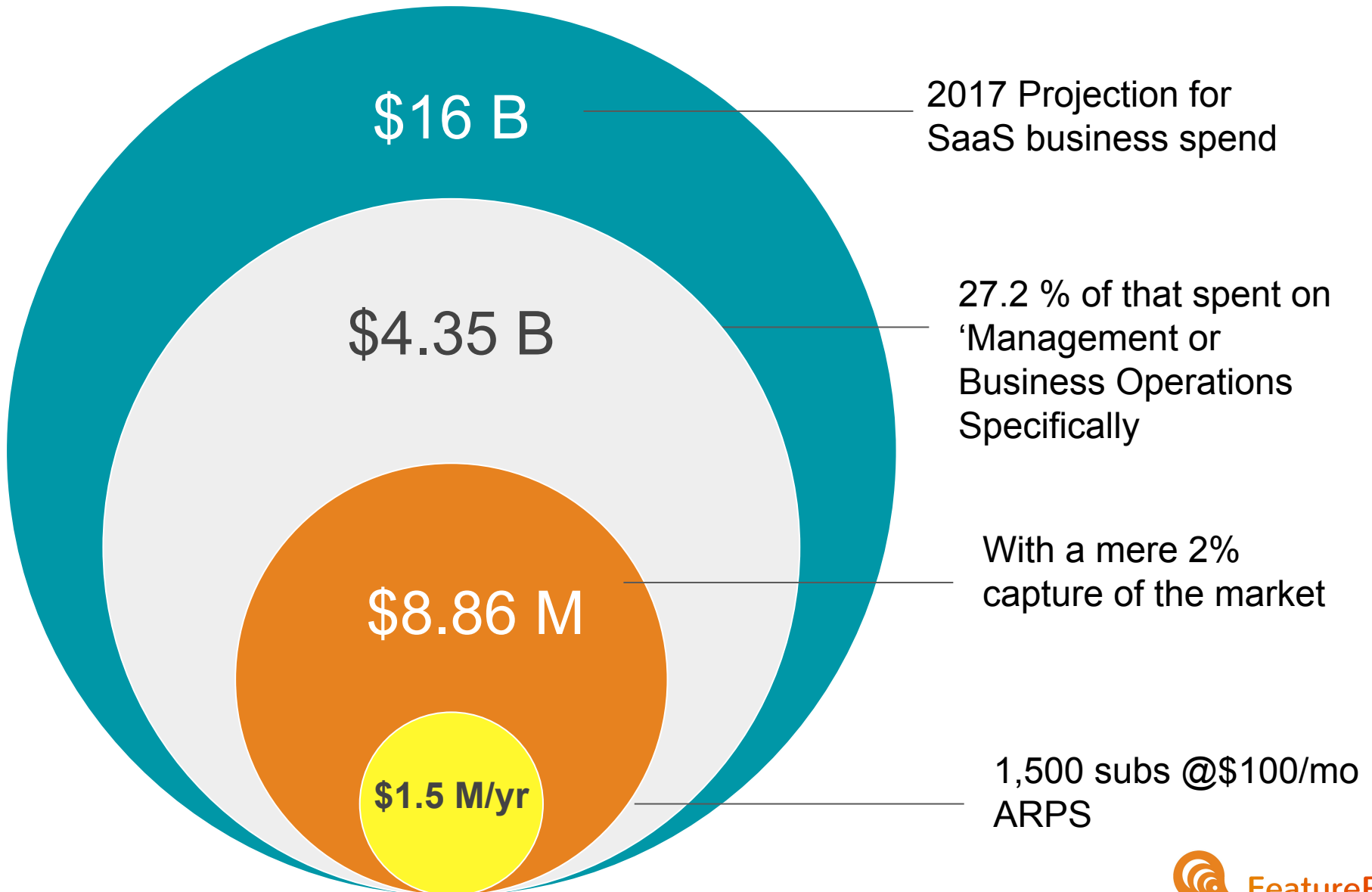
Enterprise

- 15 Admin Users
- Unlimited Product Boards
- Unlimited Viewers
- Unlimited Requests
- Dedicated Support Rep

\$299/Month

30 day Free Trial Available, gives Starter plan access

The Opportunity



GTM

MVPe: Video w/ Clickable Prototype & Landing Page - **Launch Jan 1, 2017**

- Prove Product/Market Fit
- Gather Feedback for 1.0
- Generate Leads & Early Adopters

KPIs:

- 🗣️ 75 email addresses in 3 months after launching the landing page
- 🗣️ User-test prototype with at least 25 people
- 🗣️ 35% traffic completed watching video & 5% of plays have clicked the 'share' button
- 🗣️ Collect at least 30 questions or suggestions from visitors

MVP: FeaturePod 1.0 - **Launch: June 5, 2017**

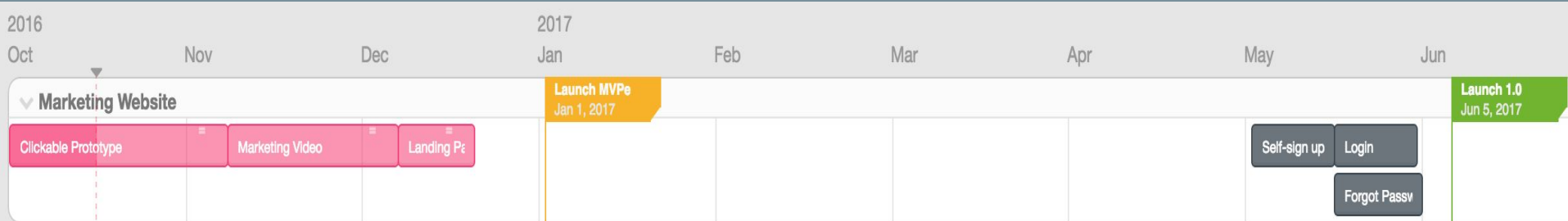
- Learn & Iterate
- A/B Test Pricing
- Generate Revenue
- Establish Channels

KPIs:

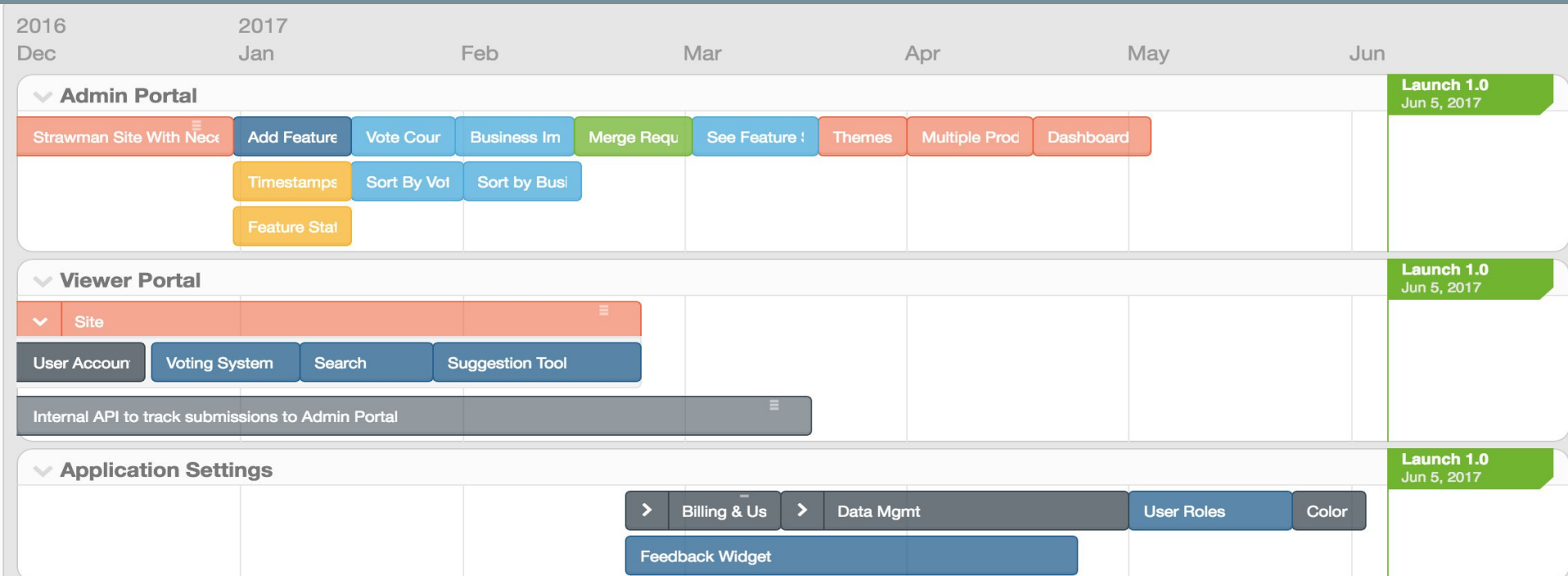
- 🗣️ 200 paying customers in the first 9 months after launch
- 🗣️ 20% average monthly upgrades from free trial
- 🗣️ ~\$100 ARPS in first year
- 🗣️ Maintain an average churn rate of under 2.5% in year 1
- 🗣️ Establish 3 solid channels for generating subscribers

Development Roadmap

MVPe: Video featuring a clickable prototype and Landing Page



MVP: FeaturePod 1.0





FeaturePod