

# Product Charter Template

Often times the first formal documentation of a product (beyond the “idea” stage), the product charter sets the tone and direction for the product team. This product charter template was designed for startup teams who are launching new products.

Besides its initial use to kickoff the product development efforts, the product charter should be revisited throughout the process. Keep it easily accessible for all team members, and review and update it as needed. And, most importantly, if what you’re building starts to stray too far from the content of the charter, consider a timeout to discuss the differences.

At Greenshaw Consulting, we use this template to help our clients implement product delivery methods to optimize business performance, build confidence and reduce risk in product launches.

We do this by combining our experience in large-scale project management and product development discipline with a flexible, proven approach of applying these techniques to the unique needs of smaller firms and teams.

We hope you find this template helpful.

Contact Greenshaw Consulting today for a free consultation about how to take your project to the next level.

## **Kevin J. Murphy**

Owner/Consultant, Greenshaw Consulting LLC

[greenshawconsulting.com](http://greenshawconsulting.com)



## **Product Definition**

*What is it? What problem is it solving for users? Add pictures / diagrams as needed.*

## **Product Users**

*Who are the target users? How/when will they use it? (See “Business Process Workflow” for a more detailed description.)*

## **Product Purpose**

*Why are we doing it (relative to organizational mission/goals)?*

## **Product Timing**

*How important is when we deliver it? Any key market drivers?*



## Key Features / Requirements

*What key features are required in order to accomplish the product definition? If necessary, sort by Minimum Viable Product (MVP) and post-MVP features.*

## Business Process Workflow

*High level diagram(s) / process flow(s). How will this product be used?*

## About Greenshaw Consulting

Greenshaw Consulting empowers clients, ranging from startups to mid-size businesses, to get their products to market with confidence and speed -- instead of panic and delays. You provide the vision; we'll work with you to develop the best plan that delivers it and conserves your resources. Make your business more credible to investors, more satisfying to employees, and more responsive to your users. Don't wait until your products are late and over-budget; contact us today to see how we can help.

[greenshawconsulting.com](https://www.greenshawconsulting.com)

