



The Product Marketing & Product Management Experts™

Consulting • Contractors • Training • Templates

Product Manager's Toolkit™

Deliver more effective and professional documents in less time!

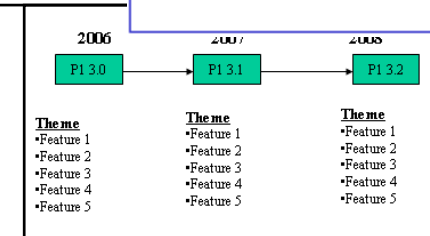
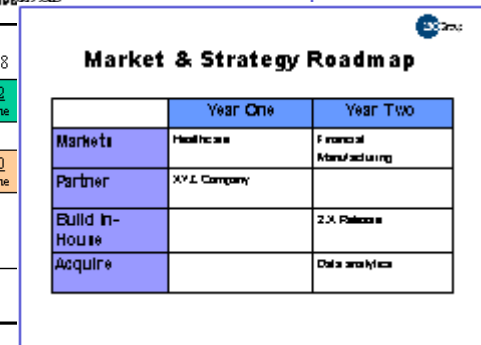
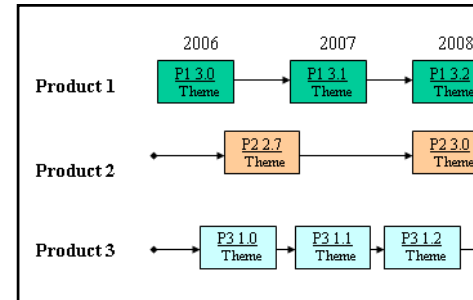
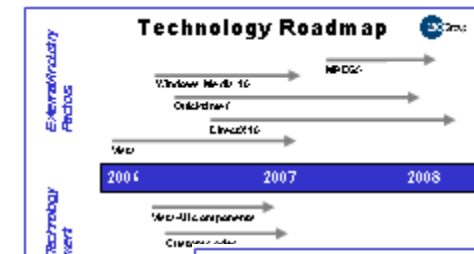
- 30 Best Practices PM Templates
 - MRDs
 - Marketing Plans
 - Positioning
 - Pricing
 - Business Case
 - Competitive Analysis
- Covers the entire product lifecycle
- 280 Group White Papers & Samples
- 30 Minute Consultation
- Unlimited updates & upgrades



Product 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

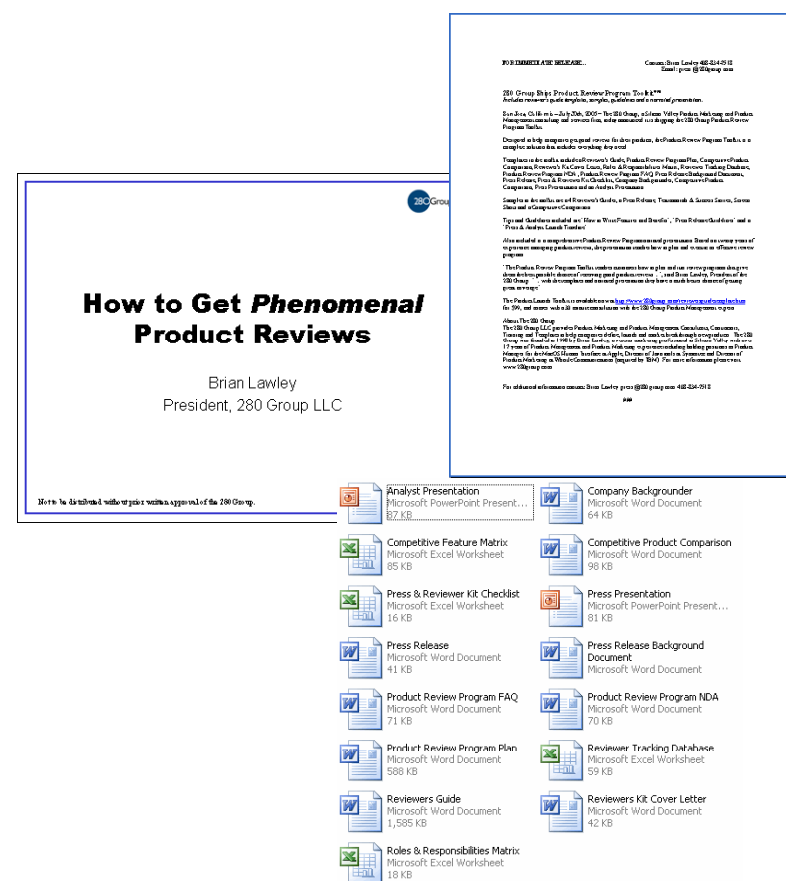




Product Review Program Toolkit™

Dramatically increase your chances of receiving positive reviews!

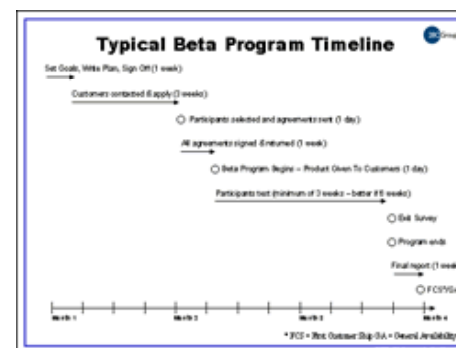
- 37 slide narrated presentation: "How to get Phenomenal Product Reviews"
- Templates:
 - Reviewer's Guide
 - Product Review Program Plan
 - Competitive Product Comparison
 - Reviewer's Kit Cover Letter
 - Roles & Responsibilities Matrix
 - Reviewer Tracking Database
 - Product Review Program NDA
 - 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



Beta Program Toolkit

Run more effective beta programs with less effort!

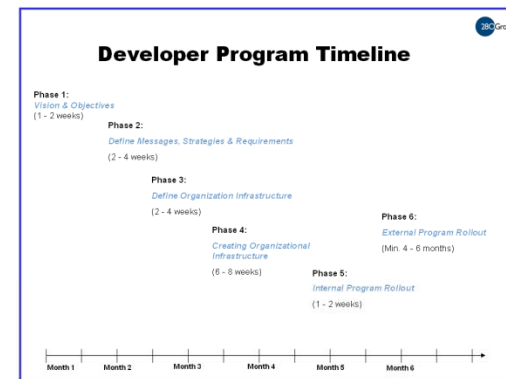
- Narrated presentation teaches best practices
- Templates Included:
 - Critical Decisions Checklist
 - Deliverables Checklist
 - Sample NDA
 - Beta Program Plan Template
 - Sample Beta Agreement
 - Final Report Template
 - Sample Exit Survey
 - Text for communicating with participants
 - Database for 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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