**Project Request: MM/DD/YY**

Originator : <name>

Email : <email>

Business Unit : <business unit>

Project Name : <project name>

Sponsor : <management sponsor>

Strategic Fit : Revenue, Retention, Positioning, etc.

Project Objective:

* Goal(s) of Product, Revenue Potential
* Target Customer(s)
* Product Focus

- Product Features

1. Current Situation
* Describe current products or processes if any.
1. Proposal
* Propose new product or enhancements to existing.
1. How does this improve existing features or functionality?
2. Does this replace existing features?
3. Desired Timing(i.e Q3, Q4, etc)
4. Expected Benefits:
5. Key Assumptions:
6. Online Requirements
7. Reporting Requirements
8. Design Requirements
9. Product Rules
10. Cost Benefit/ROI Analysis
11. Operations & Development Requirements