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| **#0001 As an Evaluation lead, I want to be able to see within 5 seconds what differentiates your product from the competition so that I can determine if you’re a fit for my preliminary list of candidates.**  **Acceptance criteria**  Pass a FiveSecondTest.Com for recall of our unique differentiation. |
| **#0002 As a Marketer, I want to create and deliver a webinar so that I can gather leads for our salesforce.**  **Acceptance criteria**  50 new leads generated |
| **#0003 As a Prospect, I want to watch a webinar so that I can understand the basics of marketing automation.**  **Acceptance criteria**  50 new leads generated |
| **#0004 As a Manager of Demand Generation, I want to understand the basics of marketing automation so that I can take pride in the successful selection and implementation of a new marketing automation system.**  **Acceptance criteria**  Trial completed in this Sprint, evaluation by early users in next Sprint (4 of 5 stars) |