

Workspace 4

Objectives

What are the objectives for this project that will help you achieve your strategic priorities?

3

Unique Value Proposition

What unique values does your innovation, initiative or venture create for its customer or users?

4

Business Model

How do you get paid?

How do you scale?

9

Investment & Funding

Has anyone invested in you? Are there private sector investment pathways - angel, venture capital, publisher, etc - for your venture or innovation?

Are there public funding opportunities?

10

Competition

Who or what is your competition?

15

Purpose

What is your North Star ambition, your future vision for the future? Why does your innovation, initiative or venture need to exist?

1

Priorities

What are the strategic priorities for achieving your vision across the short, medium & long term?

2

Needs & Desires

What needs or desires are you fulfilling for your customers or users?

7

Revenue & Traction

Have you generated any revenue? Do have any hard data that proves market traction and/or customer, publisher, investor or funder desire?

8

Capacity Development

How might your innovation increase your organisational capacity? Will it create new ways of thinking or doing for you?

13

Relationship Development

How might your innovation create new relationships that would benefit you and your collaborators?

14

Target Customers

Who are your customers?

Who are your Early Evangelists?

5

Market

What is your market size? What are the trends in the market and what barriers to entry exist?

What examples exist for your business or innovation?

6

Innovation Potential

Are you creating new protected IP? A new product or service? New technologies, tools, processes, business models, algorithms, etc?

11

Productivity

How might your innovation increase efficiency and/or effectiveness or your organisation?

12

Challenges & Capabilities

What will stop you from achieving your vision?

What capabilities do you currently lack that are essential to achieving your vision?

16