

# Workspace 3

## 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