### Organization:

- **Mission** - why we exist?
- **Vision** – what do we want to be?
- **Strategic Objectives** – what is our game plan?

### 1. Product and Service Description:

What is the business product or service that will meet your members’ needs assessment AND is aligned with the network’s mission, vision, and strategic objective?

### 2. Value Proposition:

What are the alleviate pains and create gains for the members?

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**Double-Check:** Is this product and service aligned with our mission, vision, strategy?

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3. Desired End-User Experience & Relationship:
   - What experience do you want your members to have while they are receiving or using your product or service? (i.e. personal, interactive, remote, etc.)
   - What relationship do your members expect you to establish and maintain with them when they receive or use your product or service? (i.e. personal assistance, self-service, automated, communities, co-creation, etc.)

4. Product or Service Communication & Delivery:
   - What communication methods will you use with your members as they learn about, receive and use your product or service?
   - What are the methods you can use to deliver your product or service?
5. **Key Initiatives:**
   - What are the key initiatives (actions) needed to develop, implement, support and/or provide this product or service?

6. **Key Resources/Infrastructure:**
   - What are the most important tools, technology, expertise, staffing, materials, and/or financial resources needed to develop, implement, support and/or provide this product or service?

7. **Key Partners:**
   - Who are the key partners that are needed to develop, implement, support and/or provide this product or service?
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<tr>
<td>Describes and estimates costs related to the product or service.</td>
<td>- Identify a payment type for your product or service.</td>
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<td>- Look to key initiatives, infrastructure and resources for identifying costs.</td>
<td>- Estimate price and frequency of member’s payment.</td>
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<td>- Estimate one-time purchases.</td>
<td>Examples of payment types include: selling a physical product, charging on a per use basis (fee for service), subscription fee based on a time period, rent or lease a physical product, and licensing an intellectual property (shared staffing).</td>
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<td>- Estimate on-going costs related to recurring fees and purchases, and human resources.</td>
<td><strong>Forecast Assumptions:</strong> Identify type of payment:</td>
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<td><strong>Forecast Assumptions:</strong></td>
<td>Estimate how much (price) and how often (frequency) your members are willing to pay:</td>
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- Development/Start-up one-time cost components:

- Ongoing costs components:

- Annual Cost = one-time cost + on-going costs per year

- Annual Income = Price per Unit x Frequency per year x Number of Members

- Forecasted Income = Expected Income – (Development + On-Going Costs)