|  |
| --- |
| [Product and Service] |
| **Organization Profile** |
| **1. Network Description:**  |
| **Mission:** |
| **Vision:** |
| **2. Product or Service Description:** |  |
| **Strategic Thinking** |
| **3 a. Target Market(s):** |
| **3 b. Project goals met by this product or service:** | **3 c. Project strategic objectives met by this product or service:**  |
| **Marketing Thinking** |
| **4 a. Jobs being worked on or problems being solved by the target markets:** | **4 b. Pains experienced by the target market while doing their work:**  |
| **4 c. Gains wished for or expected by the target market while doing their work:**  |
| **4 d. Key Messages:**  |
| **Operational Thinking** |
| **5 a. Desired target market experience and relationship:** | **5 b. Product or service mode of delivery:**  |
| **5 c. Key Initiatives:**  | **5 d. Key Resources:** | **5 e. Key Partners:** |
| **Financial thinking** |
| **6 a. Financial Goal:** | **6 b. Financial Assumptions:** |
| **6 c. Expenses:**

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Year 1** | **Year 2** | **Year 3** |
|  Start-up Costs Total |  |  |  |
|  Direct Costs Total |  |  |  |
|  Indirect Costs Total |  |  |  |
| **Total Expenses** |  |  |  |

 | **6 d. Revenues:**

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Year 1** | **Year 2** | **Year 3** |
| Revenue Stream 1 |  |  |  |
| Revenue Stream 2 |  |  |  |
| Revenue Stream 3 |  |  |  |
| **Total Revenues** |  |  |  |

 |
| **6 e. Forecasted annual net income (pro forma):**

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Year 1** | **Year 2** | **Year 3** |
|  Total Revenues |  |  |  |
|  Total Expenses |  |  |  |
| **Total Net Income** |  |  |  |

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