|  |  |  |  |
| --- | --- | --- | --- |
| [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** |  |  |  | | | | |