

Purpose of the opportunity					Team members							
Hope with the Customer					Hope with the Company							
Profile of the target Customer					Corporate sponsor / B.U.							
Main Pain/Need/Desire(s)					Company Benefits							
Elevator pitch for the Customer					Strategic fit							
Detailed description of the Solution					Resource Model		Skills		Availability			
Customer Benchmarking vs. Alternatives						Company Benchmarking vs. other ways/Business Models						
Number of customers												
Percentage of Customers that can be reached												

Definition of Success (KISs)								Definition of Failure (KIFs)							
Resources for full project								Resources for reducing key Unknowns							
Boosters								Potential Collateral Damages							
Barriers to entry								Main Risks							
Key Stakeholders				Power	Support	Main possible Resistances									

Critical Unknowns for project

Date / /

[illegible]