

Why:

What:

Core Product:

	Feature	Benefit	Emotion
1			
2			
3			
4			

Target Avatar

Name	Description

Differential:

Stengths	Weaknesses
Opportunities	Threats

3 Pictures

Timeframe			
Finance			
Summary			

6 Month Projections

	1	2	3	4	5	6
Revenue						
Cost						
Profit						

Short Term Action Plans

1	4
2	5
3	6