

Products and Services

What product and services are we targeting with our data investments?

Value Chain

What is the key work our organisation does to deliver specified products and services to our customers?

Customers

What are the customer segments that will use our data transformed products and services?

Key Results

What are the key measurable results we are seeking?

Key Stakeholders

Who benefits from our results, who pays for our results and who is accountable for our results?

Key Resources

What resources do we need to make our idea work? Cover skills, money, access, etc...

Customer - Problem Hypothesis

Why do we think our customers / users actually experience the problems we think they have?

Problem - Solution Hypothesis

Why do we think our proposed solutions will solve the problem?

Core Uncertainties

What are the core value, scale and technical uncertainties? What do we have to learn?

Actions

What are the core actions we are taking and who is accountable for the actions?