Business objective and context

Fill in together with your team

D)How will we know that we have succeeded?

(After a month? After a year? Concrete measurable goals. E.g., 20 paying customers, revenue +20%, 100€ turnover, business plan done…)

Write here

E) Who needs to be involved?

Who needs to be involved so that the business idea is a success? E.g., investor, knowledge expert, marketing expert, experienced mentor, influencer…

Write here

A) What is our business objective?

(Problem to be solved, market need to be filled, opportunity to be grasped, how do you want to change the world…)

Write here

B) **How far are we aiming?** (regarding time, region, market share, ambition…)

write here

F) What enables us to advance or success?

(Our brand, our new strategy, competencies, resources, new legislation, previous project, specific conditions, new trends…)

Write here

C) Why is the business objective important to you? (What meaning does succeeding in it have?)

write here

G) Risks and restrictions to consider?

(budget, timetable, own know-how, legislations, lack of time…)

Write here

futurice LEAN SERVICE CREATION

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Immersion

o know where you are and to build on top of others work

A) Your best guess of the customer's problem / need?

Write here

B) How is the customer solving the problem/need at the moment?

Write here

C) Competitors within the same business domain:

Write here

D) Advanced and progressive companies in the industry:

Write here

E) What can cause a *disruption* in your field of business?:

Write here

F) What information you already know about the industry:

Write here

G) Inspiring products and services in the industry:

Write here

H) Public discussion around the topic:

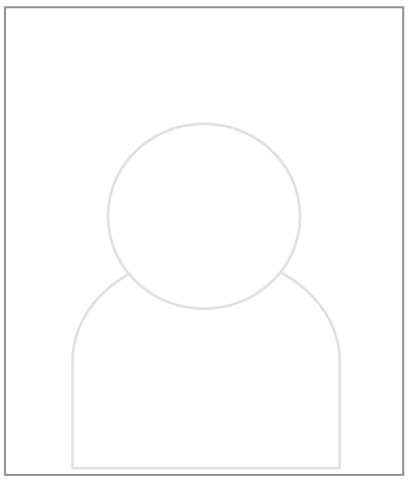
Write here

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Customer grouping

A) Common in all customer groups:

B) Group name:



C) Group description:

Write here

D) Problem (assumed) worth solving:

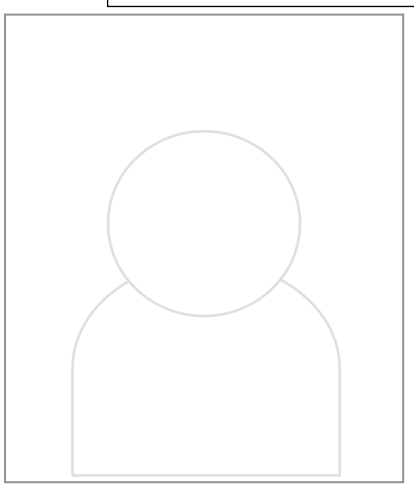
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☐ **Main group?**

E) Why/why not?

Write here

C) Group name:



C) Group description:

Write here

D) Problem (assumed) worth solving

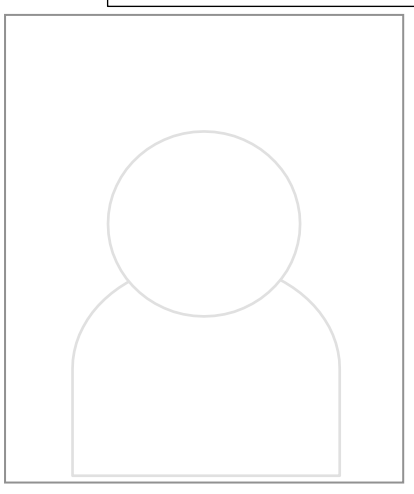
Write here

☐ Main group?

E) Why/why not?

Write here

D) Group name:



C) Group description

Write here

D) Problem (assumed) worth solving:

Write here

☐ Main group?

E) Why/why not?

Write here

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