

Business Milestone Plan 1.0

- 1 OPPORTUNITY OVERVIEW
 - 1.1 Business idea
 - 1.2 Strategic fit with corporate visions, goals and strategies
 - 1.3 Potential benefits
- 2 PRODUCT, SERVICES AND VALUE PROPOSITION
 - 2.1 User scenarios
 - 2.2 Product and services
 - 2.3 Customer value
 - 2.4 Company value
- 3 CUSTOMER INSIGHT
 - 3.1 Trends
 - 3.2 Initial interviews
 - 3.3 Internal research
- 4 MARKET, COMPETITION AND MARKETING
 - 4.1 Target group
 - 4.2 Market growth drivers
 - 4.3 Competitors
- 5 ORGANIZATION AND MANAGEMENT
 - 5.1 The current team
 - 5.2 Competencies gap
 - 5.3 Management
- 6 IMPLEMENTATION AND MILESTONES
 - 6.1 High level milestone plan
 - 6.2 Plan for reaching Business Milestone Plan 2.0
- 7 RISK

Business Milestone Plan 2.0

- 1 EXECUTIVE SUMMARY
- 2 OPPORTUNITY OVERVIEW
 - 2.1 Business idea
 - 2.2 Strategic fit with corporate visions, goals and strategies
 - 2.3 Potential benefits
- 3 PRODUCT, SERVICES AND VALUE PROPOSITION
 - 3.1 User scenarios
 - 3.2 Product and services
 - 3.3 Entry product and services
 - 3.4 Customer value
 - 3.5 Company value
 - 3.6 Long term product and service vision
- 4 CUSTOMER INSIGHT
 - 4.1 Trends
 - 4.2 Initial interviews
 - 4.3 Internal research
 - 4.4 Customer feedback from Pilot
 - 4.5 Statistics
- 5 MARKET, COMPETITION AND MARKETING
 - 5.1 Selected entry market
 - 5.2 Target group
 - 5.3 Total market, market segment and sizes
 - 5.4 Market growth drivers
 - 5.5 Competitors
 - 5.6 Short term strategy
 - 5.7 Use of corporate marketing and sales resources
 - 5.8 Long term strategy for accelerating growth
- 6 BUSINESS MODEL
 - 6.1 Value Chain
- 7 ORGANIZATION AND MANAGEMENT
 - 7.1 The current team
 - 7.2 Competencies gap
 - 7.3 Management
- 8 IMPLEMENTATION AND MILESTONES
 - 8.1 High level milestone plan
 - 8.2 Actions plan
 - 8.3 Transition plan
- 9 RISK
- 10 FINANCIAL PLAN
 - 10.1 Staged investment
 - 10.2 Budget for delivering Business Milestone Plan 3.0
 - 10.3 Financial statement
 - 10.4 Best/Base/Worst Case Scenarios
 - 10.5 Key driver to income and costs
 - 10.6 benefits
- 11 APPENDIX