

DISCOVER BOARD

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Team

Iteration

Date

Today's business model

What does our today's business model look like?



Priority



Practices & processes

What are our current core practices and processes to deliver value?



Customers & users

What job(s) are our primary customers and users trying to get done?



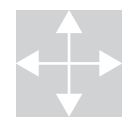
Competitive landscape

Who are our main competitors and what strengths and weaknesses do they have?



Market structure & dynamics

What does the market structure look like and what is our position?



Priority



Data & resources

What data is key in our current business and what resources do we need?



Technological capabilities

How does our technology actually work and how mature is it?



Rules & regulations

What external and internal rules & regulations do we have to comply with?

