

Business Objective and Context

Create this together with the person funding this project.

Who needs to be involved?

(Stakeholders, people from parallel or related projects...)

How will we know that we've succeeded?

(After a month? After a year...? Write concrete goals.)

What is our business objective?

(What is the (business) impact we are aiming to create?
What is the business challenge we are trying to solve?)

How far are we aiming?

(Are we doing a incremental innovation, a breakthrough, or are we disrupting the market? When are we expected to have a viable business?)



What is our strategic purpose?

(Are we an option to be invested in if need be? Are we the big bet that will change our company? Or are we a no-regret move that will be beneficial no matter what?)

Societal role & impact

(What are the societal values or discourses our organization wants to part of? What change our organization aims to achieve? How does this relate to this project's business objective?)

Risks, restrictions and things we need to take into account?

(Budget, Schedule, Team practicalities, Organization, Legal, Current business, pandemics ...)