# Problem

What problem are you trying to solve for your users?

Open source considerations
Why is the solution open source?
- To provide free offering?
- To build up community?
- Other reasons?

# Solution

What is the solution?

Open source considerations
Independent versus Foundation?
Which License?

## Activities

What are the inbound and outbound activities you will carry out to encourage engagement with the project (e.g. conferences, blog posts, social media etc.)?

# Unique Value Proposition

What is the promise of your project?

Open source considerations
Does the fact that it is open source contribute to the uniqueness of your offering? How?

# Community Relationships

What are strategic relationships that are critical to building up your community?
- Contributors
- Project evangelists
- Thought leaders
- Integrations with other projects

## Channels

Through which channels will you reach your users?
- Collaboration partners who will distribute/expose project
- Web, Social media etc.
- Face to face (meetups, conferences etc.)

# Users

Describe a typical user of your project

Contributors
Who are users that are most likely to contribute to your project – Super Users?

# Cost and Resources

What human resources are required? Examples:
- Project Maintainers (responsible for code governance etc.)
- Paid engineers (core team to initiate the project or continue contributing)
- Community Manager
- Evangelist
- Contributors  to Community (not paid)

Other costs? Examples:
- Infrastructure/services
- marketing

# Adoption Criteria

How do you measure success of the project? Examples:
- Size of community (number of issues/pull requests/stars etc.)
- Number of contributors
- Contributions (scale, variety, etc.)
- Usage
- Conversion rate (if your business model includes upgrade to enterprise version)