

During this week teams will be answering the following questions

- Who are your constituents/clients/users? (Create User Persona(s))
- What are their pain points?
- What is your product's value proposition?
- What is your distribution and go-to-market strategy? Who can you partner with?
- What are the risks associated with your solution?
- What is the impact of your solution? How will it be measured?
- Define the technical specifications and development roadmap
- **End of Week Deliverable = User Persona, Pain Points, User Story**