| **Recommended Entry** | **Considerations** | **Complete?**  **(Yes or No)** |
| --- | --- | --- |
| **Market Problem or Opportunity** | * Market problem or opportunity clearly defined * Considerations include reduced consumer costs, improved features, and functionality, or satisfying a gap or niche as applicable |  |
| **Market Segments** | * Market segments defined * Multiple segments prioritized |  |
| **Key Financials** | * Cost and benefits defined * Key financial metrics (ROI, IRR, NPV) calculated |  |
| **Market Window** | * Launch and delivery milestones outlined * Urgency considerations defined |  |
| **Competitive Landscape** | * List of top competitors provided * Competitor advantages and disadvantages documented * Competition strategy defined |  |
| **Main Features and Functionality** | * MVP concept defined * Version feature schedule documented |  |
| **Key Differentiators** | * Company strengths and leverage plan documented * Company weaknesses and mitigation plan documented |  |
| **Go to Market Logistics** | * Delivery options defined * Delivery logistics outlined |  |
| **Business Success Measurements** | * Key Performance Indicators (KPI) listed * Measurement Plan provided |  |