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# [Initiative] Strategy

## Description

*[Brief description of the initiative, including the what and the why, e.g. Launch in Japan in order to support the international expansion pillar]*

## Strategy

- Situation: ...
- Complication: ...
- Solution: ...

## Projects

*[A list of key projects you plan to undertake, and rough timelines]*

1. e.g. support payments in Japan
2. ...
3. ...

## Timeline

*[Expected timeline to complete the initiative]*

## Impact

*[The impact you expect to deliver as a result of executing this initiative, e.g. revenue growth, user growth, higher customer satisfaction, etc.]*

## Resources needed

*[A breakdown of the type and amount of resources required to achieve this initiative, e.g. \$50k marketing spend, 2 designers, etc. Be as detailed as possible, and ideally, give a few options.]*

## Risks and Dependencies

*[Lay out the major risks to this initiative, and how you plan to mitigate them]*