What are the customers’ unmet needs?
What are their challenges?
What do they find meaningful?
What are their values?
What affects their emotions?
What are their functional and performance requirements?
What are they willing to pay for?
How is the business funded?
- Is it cost or value-driven?
- Which costs are fixed and variable?
- Are there economies of scale or scope?
- How and where does money flow?
- What is profit contingent upon?
- Is the organization supported via revenue, investing, or other (like charity)?

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Who is in our network (Stakeholders: Supporters, Suppliers, Partners, Customers—and their Customers, Media, Community, etc.)?
• How do we manage, maintain, and grow our networks?
• Who are our competitors?
• Who will resist our success?

• What are our organizational goals & values?
• How are these different in the market?
• What’s our vision for the future?
• What’s our mission?

What are our key resources (materials, processes, people, IP, policies)?
Which are we more reliant on?
Do we have the right mix?
Do we have access to key materials?

• How do we produce it?
• Where do we produce it?
Do we have unique production expertise?
What do we already produce?
What do others produce?

What are the strengths, weaknesses, and risks in our supply chain?

• How, where, and when do customers want to be reached?
• How do customer’s rate our offer’s experience?
• What about those of our competitors?
• What is the customer delivery ecosystem like?
• Is the experience customizable or personalized?
• Is the experience new or unique?
• How are they served?
• What communities are they a part of?
• Are these adequate?
• Do customers co-create the experience?

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