

## Creators

- Technical
- Product
- Sales
- Design
- Subject Expert
- Legal/Policy

## Value Proposition

- Systemic Change
- Improved Efficiency
- New Capability
- Better Experience
- Better Operations
- Better Security

## Customers

- Not-for-profit
- Government
- Company
- Aid Providers
- Aid Recievers
- Support Community

## Experience

- Subject Matter
- Right Place
- Past Company
- Advanced Tech

## Biz Type

- Product
- SaaS
- Support
- Service

- B2B
- B2C
- B2G

Incorporated as \_\_\_\_\_

## Support

- Incubator
- "Angel" invest
- Seed Invest
- Revenue
- Board of Advisors
- Customer base
- Existing Biz
- Grants

## Impact Measure

- Social Rol
- Investor Rol
- Social BLine
- B Impact Score

## Biz Measure

- Acq & Convert
- Recurring Rev
- NPS et al

## Beneficiaries

- Not-for-profit
- Government
- Company
- Aid Providers
- Aid Recievers
- Support Community

Mission Contract

## Revenue Stream

- Paying Cust
- Investment
- Loans
- Bootstrap
- Grants
- Recurring Grant
- Impact Investment
- In-kind Partnership

## Pricing Strategy

## Expenditures

- Salary
- Marketing
- Licensing
- Infrastructure
- Legal
- Property
- Engineering
- Logistics

## Major Risks