

<p>PROBLEM / PHENOMEN</p> <p><i>Facts & Figures</i> <i>Direct Sources</i> <i>Hypothesis</i></p>	<p>VALUE PROPOSITION</p> <p><i>Why Now ?</i> <i>Specific Insight/Angle</i> <i>Team's Legitimacy</i> <i>Added Value</i></p>	<p>STORYTELLING</p> <p><i>Conversation Strategy</i> <i>Lifetime Cycles</i> <i>Unfair Advantage</i></p>	<p>STAKEHOLDERS</p> <p><i>Influencers</i> <i>Lobbies</i> <i>Politics</i></p>	<p>AUDIENCE SEGMENTS</p> <p><i>Ages</i> <i>Languages</i> <i>Timezones</i> <i>Coeur de cible</i></p>
	<p>METRICS / KPI</p> <p><i>Social Impact</i> <i>Traffic</i> <i>Engagement</i> <i>Global ROI</i></p>		<p>CONTENT PACKAGING</p> <p><i>Users experiences</i> <i>Platforms/Devices</i> <i>StandAlone Solutions (Self-Publishing)</i> <i>TurnKey Solutions (Hosted)</i></p>	
<p>COST STRUCTURE</p> <p><i>Content</i> <i>Equipment /Transports</i> <i>Development/ Design</i></p>		<p>REVENUE STREAM</p> <p><i>BtoB</i> <i>BtoC</i> <i>(Crowd) Funding</i> <i>Public Aids</i> <i>Sponsors</i></p>		