

Strategic Plan

Executive summary

Where we play

Market landscape and competitors

COMPETITORS	STRENGTHS	WEAKNESSES	THREATS

Target audience

PRIORITY	AUDIENCE	SIZE OF THE SEGMENT (TAM)

Strategic Plan

How we win

Vision

Strategies

Differentiation

How we execute

Execution plan

PRIORITY	OBJECTIVES	KEY METRICS
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Strategic Plan

What we're not doing

Risks and mitigations

RISKS	IMPACT	MITIGATION
	<i>High/Med/Low</i>	

Open questions and next steps

QUESTION	NEXT STEP	OWNER	DATE OF RESOLUTION

Appendix
