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| <p>(1) JOB/NEED</p> <p><i>Top needs.</i></p> | <p>(3) RESPONSE</p> <p><i>Solution or response to the need.</i></p> | <p>(4) ELEVATOR PITCH</p> <p><i>Single, clear, compelling message that states why you are different and worth attention.</i></p> | <p>(6) PARTNERS</p> <p><i>Who's going to help do this?</i></p> | <p>(2) STAKEHOLDERS</p> <p><i>List constituents and beneficiaries. Who influences decisions?</i></p> |
| <p>EXISTING ALTERNATIVES</p> <p><i>List how the job/need is met now.</i></p> | <p>(9) KEY METRICS</p> <p><i>Metrics for analysis.</i></p> | | <p>(5) PATH</p> <p><i>Path to beneficiaries.</i></p> | |
| <p>(8) EXPENSES</p> <p>What's a hard expense for this?</p> | | <p>(7) FUNDING SOURCES</p> <p>How will you pay the expenses?</p> | | |