

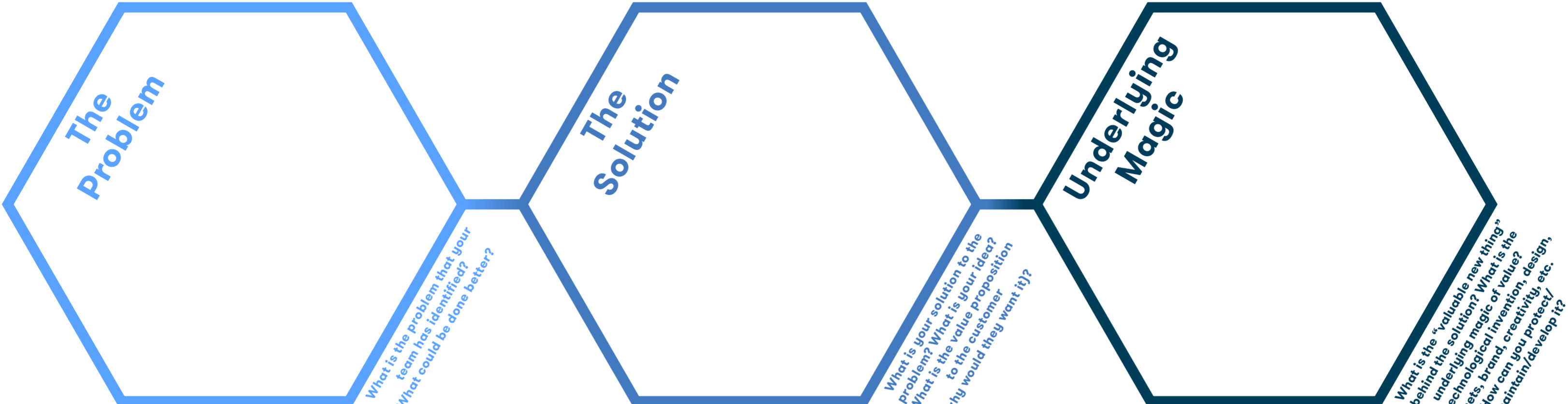
Business Value Concept

for

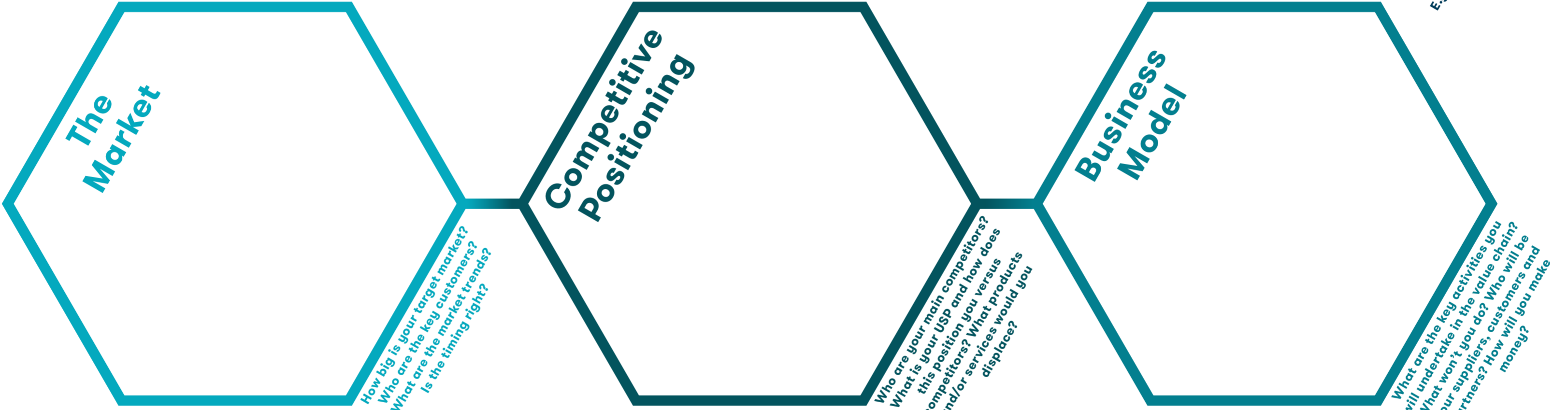
by

Date / Version

1 Source of Value *(Is it needed, unique and defensible?)*



2 Potential of Value *(How big and secure is the prize?)*



3 Realisation of Value *(Is it doable and how would we do it?)*

