	A1. Purpose					
	A2. Who Beneficiary:	A4. Current alternatives		A6. Features + benefit		A7. Unfair advantage
what, how	Customers and/or funders:					
A. Why, wł	A3. Problem being solved For the beneficiary:	A5. How you differ				A8. Key resources
,	For the customers and/or funders:					
	B1. Beneficiary funnel	B3. Problem/Market size		C1. Revenue		C3. Cash flow
B. Future planning	B2. Customer/funding funnel	B4. Milestones	C. More money in than out	C2. Costs		
D. Measure what matters	D1. Outputs	D2. Outcomes			D3. Impac	t