



Under 10 Planning Canvas™

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Prepared for

By

Corporate

- ❖ Expert: Business
- Privilege assessment
- Artifact ownership definitions

Market

- ❖ Expert: Business
- Feasibility assessment
- Buyer profiles
- Competitive landscape

Business

- ❖ Expert: Business
- Portfolio roadmap
- Business plan
- Financial model

Product

- ❖ Expert: Technology
- Product plan
- Product priority list

Promotion

- ❖ Expert: Market
- Promotional priority list

Selling

- ❖ Expert: Market
- Sales enablement priority list

Support & operations

- ❖ Expert: Technology
- Operations plan
- Delivery plan

Business performance

- ❖ Expert: Business
- Profitability retrospective
- Process retrospective

Market performance

- ❖ Expert: Business
- Market retrospective

Idea-to-product process

Product-to-market process

Success assessment