

### Key Activities

What are the most important titles our organisation carries?

### Key Cause Differentiators

What makes our organisation unique?

### Audiences

Who are our most important audiences, what do they need from our organisation, and how do we reach them? (Include all your important audiences e.g. supporters, beneficiaries, researchers etc).

### Existing Partnerships

Who do we currently partner with to help carry out our key activities?

### Key Competitors

Who are our most important competitors, both not-for-profit and commercial?

### Measures

What are the key measures for success?  
(Include only SOMETHING important measures, XYZ financial and non-financial

### Key Challenges

What are the biggest challenges we face to carry out our key activities?

Audience	Needs	Channels

### Desired Partnerships

Who could help us carry out our key activities but aren't currently partners?

### Potential Mergers

Who could we merge with to help carry out our key activities more efficiently or effectively?

### Income Streams

What are our most important sources of revenue and how have we performed over the last three years?

Year 1	Year 2	Year 3

### Cost Structure

What are the most important costs associated with or model?