

Enterprise Idea Map



Product: _____ Date created: _____

Marketing

Target Customer: Who will buy this and why?	Market Channels: Where will they buy it?	Product Differentiator: Why will they buy it?

Operations

Existing Resources: What do you have?	Needed Resources: What do you need?	Labor: Who will do what?

Financial

Cost: What will your expenses be?	Revenue: What will your income be?