

Vision		
Purpose		
Mission		
Category	Villain	Tagline
Priorities	Lead Indicators	Key Activities
Why change	Why now	Why us
Evidence		
Call to Action		
Core message 1 + Why it's important	Core message 2 + Why it's important	Core message 3 + Why it's important
ICP 1	ICP 2	ICP 3
Buyer Persona & 2-word value prop	Buyer Persona & 2-word value prop	Buyer Persona & 2-word value prop
Core value 1	Core value 2	Core value 3
Channel 1	Channel 2	Channel 3
Pricing/Commercial Model		