

CONTEXT**1** Company Mission: Company Vision: **2** Market: Company Values: Company Goals: **3** Product Vision: Team Values: Product Goals: **4** Product Investment

What measurable indicators will reveal trends in investments you make in your product?

5 Product Development

What measurable indicators will reveal trends in activities you perform to develop your product?

6 Product Release

What measurable indicators will reveal trends in activities you perform to release your product to users & customers?

7 Customer Adoption

What measurable indicators will reveal trends in activities your users & customers perform to adopt your product?

8 Customer Benefits

What measurable indicators will reveal trends in benefits your product creates for your users & customers?

9 Company Benefits

What measurable indicators will reveal trends in benefits your product create for your company?

10 Company ROI

What measurable indicators will reveal trends in ROI your product creates for your company?