How to shape your PO

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Project Outline template
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Project Outline Template
Market view - Market value chain

- What is a market value chain?
  - Representation of the various processes producing products or services and delivering them to the market

- What is indicated in a market value chain?
  - Where and how value is created and by whom
  - Actors’ positionings and relationships, in particular the money flow
  - Peripheral actors who influence the market(s)
Project Outline Template
Market view - Market value chain
Quantified objectives and quantification criteria

Key Performance Indicators

- **Key Performance Indicators (KPI):**
  - Quantify your targeted project output.
  - Represented by three values (Initial, Current, Target)
  - Project management tool: monitor the progress of the targeted achievements
  - Unique selling proposition

- **KPIs must be SMART:**
  - **S**pecific (the KPI must be unambiguous)
  - **M**easurable (the KPI must be measurable in order to: indicate its progress, prove if the target has been reached and serve as a commercial argument to sell the final solution after the project)
  - **A**chievable (the KPI must be achievable by the current consortium)
  - **R**elevant (the KPI must demonstrate the uniqueness of the project results)
  - **T**imely (the KPI must be achievable within the project’s time frame)
Quantified objectives and quantification criteria
Key Performance Indicators types

Three important types of KPIs:

- Key innovation-related KPIs
- Unique selling proposition KPIs
- Progress on market access KPIs
Thank you for your attention

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