



3. VALUE PROPOSITION		
3.1 Benefits	3.2 Features	3.3 Support
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

4. MARKETING CHANNELS		
4.1 Direct Channels	4.2 Intermediaries	4.3 Online
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

5. MARKETING METRICS		
5.1 Growth Metrics	5.2 Innovation Metrics	5.3 Profit (ROI) Metrics
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____