Enterprise side

Product/project
What is the product/the project?

Enterprise
Who implements the idea?

Implementation
What is needed for the successful implementation of the idea?

Customer value
What is the product's/project's value for the paying customer?

Sustainability value
What is the product's/project's value for the society and the environment? To which extent?

Marketing/sales
How do the customers/sponsors get interested in the product/project?

Funding
How is the product/project financed?

Application area
Where is the product applied or the project implemented, respectively?

Customer/sponsor side

Costs
Which costs accrue for the production/implementation (for the enterprise)?

Revenues
Which are the revenues for the enterprise?

Finances