



<p>WHAT IS NEEDED BY THE MARKET (1)</p>	<p>WHAT WILL YOUR PRODUCT LOOK LIKE (3)</p>	<p>UNIQUE VALUE PROPOSITION (4)</p>	<p>COMPETITIVE ADVANTAGES (5)</p>	<p>USER GROUP/ MARKET AIM (2)</p>
	<p>HOW CAN EACH BENEFIT BE INCORPORATED INTO YOUR PRODUCT (8)</p>	<p>COMMERCIAL POTENTIAL AND PATHWAY (9)</p>	<p>SPILL-OVER BENEFITS (10)</p>	
<p>WHAT IS NEEDED TO MAKE YOUR PRODUCT (6)</p>		<p>POSSIBLE BENEFITS OF YOUR PRODUCT(7)</p>		
<p>PRODUCT EXPENSES (11) Raw materials, processing, packaging, marketing – on-line and off-line, distribution</p>		<p>GOVERNANCE AND MANAGEMENT (12) Product approvals, labelling requirements, export requirements etc.</p>		

PRODUCT DEVELOPMENT

USERS & BENEFICIARIES (Socially, Environmentally, Economic)