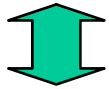


Development As A Business

Strategic Intent/Vision



Strategic Positioning

- What does the customer want?
- What is the customer willing to pay?
 - Price premium
- How can we leverage customer relationships?
 - Trust (fairness and reliability)
- How can we surmount competition?

Asset Deployment

- What are our inimitable resources and capabilities?
- What critical constraints do we face?
 - Information?
 - Infrastructure?
 - Knowledge/education?
- How can we surmount these?
 - Partnerships

Co-alignment

Competitive Advantage for Value Creation

Revenues, costs, risks

Coordination

Coordination

Implementation

- How can we create appropriate incentives?
 - Ownership
 - Property rights
- Governance & organization structure?
 - Stakeholders and gains.
- Distribution channels?
- Information systems?
- Processes for learning?



Strategic Intent / Vision