




G

Generating value


 **Project leader(s)**
Profile (characteristics, skills etc), motivations, values, training, skills, experience, history, network, entourage, CV, etc, if entrepreneurial team: complementarity.


 **Value proposition**
Business ideas (source, development, protection, transformation of the idea into an offer), business opportunity (market attractiveness, targets, competition, ambition).


 **Value manufacture**
Identification/capture of tangible and intangible resources, arrangement of resources (manufacturing process, management system, etc.) deliver the value produced (distribution, communication, control of perceived value)

R

Remunerating value


 **Revenue sources**
Identification of the sources of income from the operation of the project (turnover, operating subsidies, etc.) by channel category or by product category or by customer category, etc. .


 **Volume of revenue**
Estimation of the volume of revenues (estimate of turnover, operating subsidies, etc.) over a period of time consistent with the project, capacity to produce the turnover, possibly corresponding in terms of market share .


 **Performance**
Financial performance (operating profitability return on investment), non-financial performance (e.g. notoriety, attendance, user satisfaction, CSR, etc.).

P

Participation in value exchanges

 **Stakeholders**
Identification of the main partners necessary for the launch and/or sustainability (expectation, contribution, power, attitude), effective partnerships, potential partnerships, choices ...

 **Conventions**
Uses, customs, ways of doing things, habits, norms, coordination, evaluation, values shared by the actors of the social space, contracts (including statutes and shareholders' agreement), etc. of the partners or of their profession, of the geo-cultural context, etc.

 **Ecosystem**
Architecture of the value of the business system and/or political, economic, social, technological, ecological and legal monitoring to assess the influence of these dimensions on the project.

