

TITLE		CD3 PRIORITY SCORE	
THE WHY (DESCRIBE THE PROBLEM, JTBD)	THE WHAT (POTENTIAL SOLUTION TO THE PROBLEM)	INCREASE REVENUE	PROTECT REVENUE
		REDUCE COST	AVOID COST
THE HOW (THE BENEFITS FOR THE ORGANISATION)		URGENCY PROFILE	
		COST OF DELAY	
WHAT ARE THE KEY ASSUMPTIONS WE NEED TO VALIDATE?		DURATION	

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