



fruitful

decision-making framework

	CRITERIA	DETAILS
f	Function & Design	What it does and how it looks, how it meets the brief
r	Revenue & Profit	Channels, market potential, ownership & IP
u	Upfront & Ongoing Costs	Build costs and operating expenses
i	Impact	Reach, Scalability, Market Size
t	Trust, Timeframe & Testimonials	Expertise, Reputation, Project Success, Ability to deliver on-time
f	Future Roadmap	Rollout of future iterations, function upgrades, white-label on-sale
u	Unicorn Strategy	Best strategies for high engagement, downloads, conversion, analytics, leadership
l	Leverage	Publicity, promotion, amplication

Make complex decisions with confidence, clear criteria and for fruitful outcomes.



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Scorecard (score each out of 10)

A comparison chart is a helpful tool in decision making. In one glance, the features, qualities and criteria of an alternative solutions, products, services, concepts or ideas can be evaluated, compared and ranked.

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Detail including measurable KPIs

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