SCOPE OF WORK TEMPLATE

VIRAL CATEGORY	VIRAL LEVEL Enter score.	WHAT ACTIVITIES MUST BE COMPLETED TO ACHIEVE THE NEXT VIRAL LEVEL? Identify activities only for the VIRAL category being improved.	WHAT DELIVERABLES WILL DEMONSTRATE THE SUCCESSFUL COMPLETION OF THESE ACTIVITIES? Identify deliverables only for stated activities.	TIMELINE	
				START DATE	COMPLETION DATE
TEAM					
PROBLEM & VISION					
VALUE PROPOSITION					
PRODUCT					
MARKET					
BUSINESS MODEL					
SCALE					
GROWTH					