

Product Strategy 'One Pager'

[Our winning aspiration]

HOW WE KNOW WE'VE WON

- *OKR 1*
- *OKR 2*
- *OKR 3*

WHERE WE'LL PLAY

-
-
-
-

KEY CAPABILITIES AND CONSIDERATIONS

HOW WE'LL WIN

PRODUCT PRINCIPLES

Pillar 1 | Pillar 2 | Pillar 3

- *Bet 1*
 - *OKR 1*
 - *OKR 2*
- *Bet 2*
 - *OKR 1*
 - *OKR 2*
 - *OKR 3*
- *Bet 3*
 - *OKR 1*
 - *OKR 2*
- *....*
 - *OKR....*

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HOW WE KNOW WE'VE WON

-
-

WHERE WE'LL PLAY

-
-
-
-

KEY CAPABILITIES AND CONSIDERATIONS

HOW WE'LL WIN

PRODUCT PRINCIPLES