

# I

# DEFINING THE OBJECTIVES

## CHALLENGE

What is the specific challenge you are trying to solve?

## OBJECTIVES

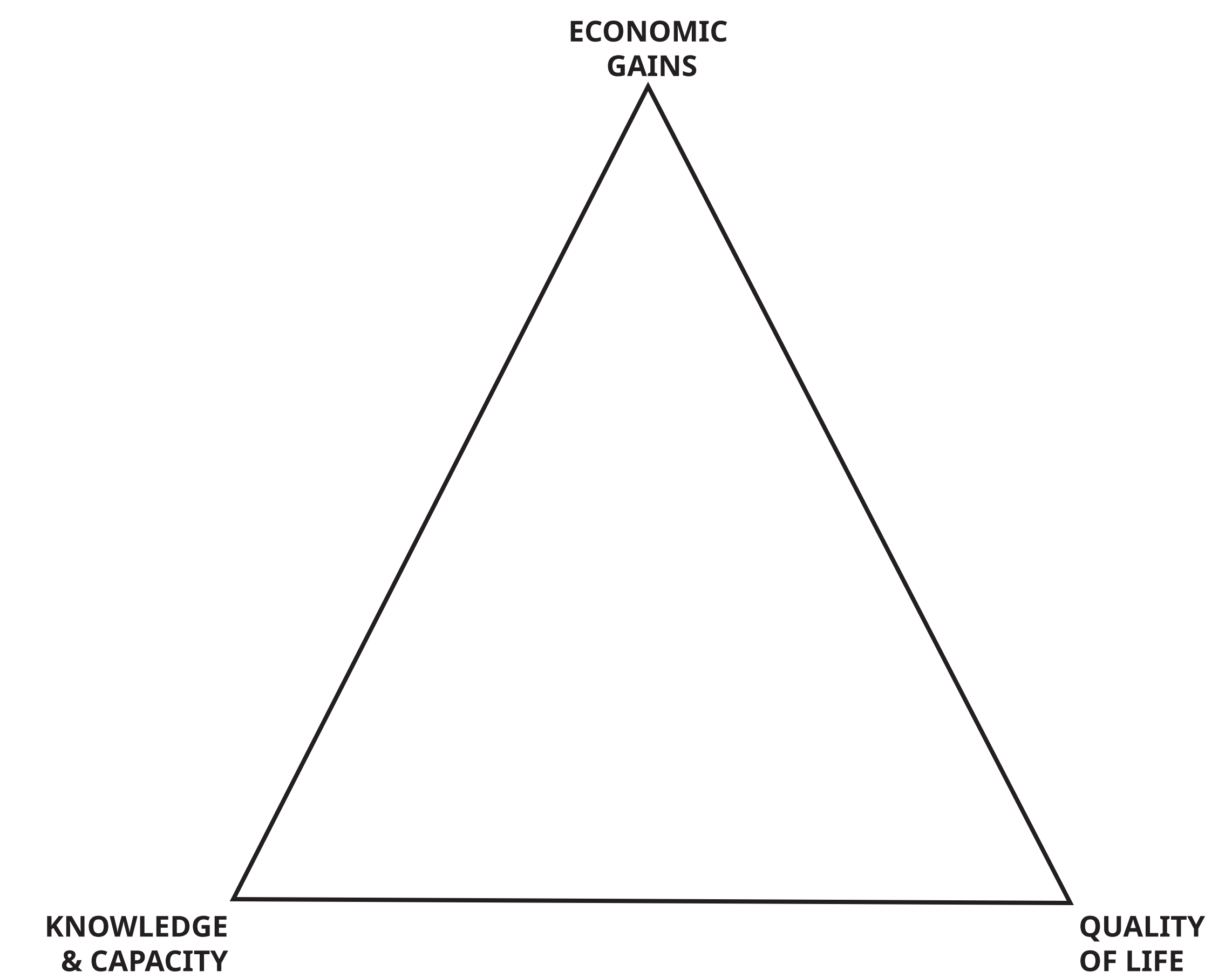
What are the short-term and long-term objectives for addressing the challenge?

Brainstorm individually first before collecting as many objectives as possible as a group on post-it's.

## EVALUATION OF OBJECTIVES

What types of value do your objectives create?

Place your post-it's into the triangle depending on which category fits best.



## TARGET GROUP

Who is your target group?  
What characterizes the group?  
Why have you selected this group?

## MAIN OBJECTIVE

What is your main objective? Write it on a post-it and put it here:

What are potential side effects of it?

# II

## DEFINING THE RESULT INDICATORS

### YOUR OBJECTIVE

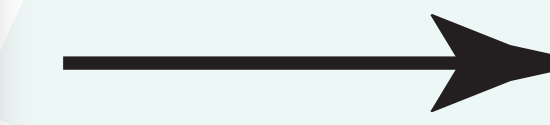
Place your main objective from the previous exercise here:



### RESULT INDICATORS

Which result indicators are relevant to monitor and evaluate if a given intervention contributes to the realization of your objective?

Write down which specific result indicators you find most relevant. See list for inspiration.



### MUST HAVE

Which single one result indicator do you expect to have the greatest influence on the willingness to pay among potential outcome payers?



### NICE TO HAVE

Which other result indicators would be important to engage relevant stakeholders and guide the intervention design?



# IV BUILDING THE BUSINESS CASE

## TARGET GROUPS

1

NO DIABETES

2

DIABETES  
NO COMPLICATIONS

3

DIABETES  
MINOR COMPLICATIONS

4

DIABETES  
MAJOR COMPLICATIONS

NO  
INTERVENTION

INTERVENTION

## HOW WILL THE HEALTH CONDITION OF EACH TARGET GROUP EVOLVE WITHOUT AN INTERVENTION?

Which share of the target group will develop diabetes and diabetes related complications?

TARGET GROUP	1 YEAR	5 YEARS	10 YEARS	SUM
1				
2				
3				
4				

## HOW WILL THE HEALTH CONDITION OF EACH TARGET GROUP EVOLVE WITH AN INTERVENTION?

Which share of the target group will develop diabetes and diabetes related complications?

TARGET GROUP	1 YEAR	5 YEARS	10 YEARS	SUM
1				
2				
3				
4				



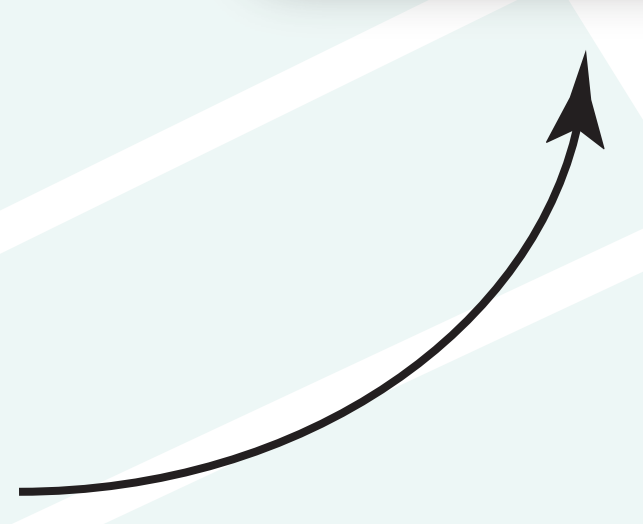
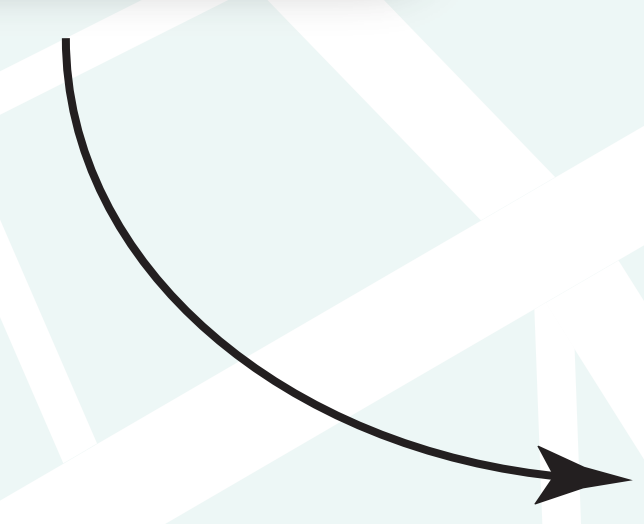
# PRESENTATION OF CASES

**CHALLENGE**  
What is the specific challenge you are trying to solve?

**TARGET GROUP**  
Who is your target group and why?

**THEORY OF CHANGE**  
How will these activities in your intervention lead you to the desired outcomes and create a positive impact for your target group?  
(IF - THEN - RESULTING IN)

**BUSINESS CASE**  
Where is the business case and why is your project attractive as an investment?



**OBJECTIVES**  
What is your main objective?  
What are potential side effects?

**INTERVENTION**  
What are the core activities of your intervention?

**RESULT INDICATORS**  
Which result indicators are relevant to monitor and evaluate your intervention?

# VII IMPLEMENTATION

**RESOURCES**

[Empty box for resources]

**TIMELINE & NEXT STEPS**

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**TEAM**

[Empty box for team]

**CHALLENGES**

[Empty box for challenges]