

STRATEGIC DEMAND FORECAST UPDATED

Goals/Definitions

Business case for developing a deliverable product

Business Case, deliverability assessment, strategic demand forecast and COGS reports completed

CRITERIA	SAMPLE CONTENT REQUIREMENT	GUIDELINES FOR LEVEL OF DETAIL NEEDED AT EACH GATE
<ul style="list-style-type: none">Strategic Demand Forecast	<ul style="list-style-type: none">An initial, high-level demand forecast will identify:<ul style="list-style-type: none">Target countriesTarget sub populationsTiming of introduction specific to identified countries	<ul style="list-style-type: none">BMGF provides methodology