

## Goals/ Definition

Business case for developing a deliverable product

Business Case, deliverability assessment, strategic demand forecast and COGS reports and cost effectiveness report

CRITERIA	SAMPLE CONTENT REQUIREMENT	GUIDELINES FOR LEVEL OF DETAIL NEEDED AT EACH GATE
<ul style="list-style-type: none"><li>▪ Strategic demand Forecast</li></ul>	<ul style="list-style-type: none"><li>• The demand forecast will include refined iterations of:<ul style="list-style-type: none"><li>• Target countries for introduction</li><li>• Target populations/sub-populations</li><li>• Timing and speed of introduction specific to identified countries</li><li>• Product accessibility and availability</li><li>• Predicted coverage rate</li><li>• Expected volumes and pricing</li><li>• Sensitivity analysis based on key assumptions and drivers of forecast</li></ul></li></ul>	<ul style="list-style-type: none"><li>▪ BMGF provides methodology</li></ul>