

## 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>Coverage and Financial Tracker</li></ul>	<p>The first iteration of the coverage and financial tracker should:</p> <ol style="list-style-type: none"><li>Develop target metrics for number of countries launched, coverage, average procurement price, and incremental costs to deliver</li></ol> <p>*At PQ/LR these metrics should be refined.</p>	<ul style="list-style-type: none"><li>Draft target metrics</li></ul>