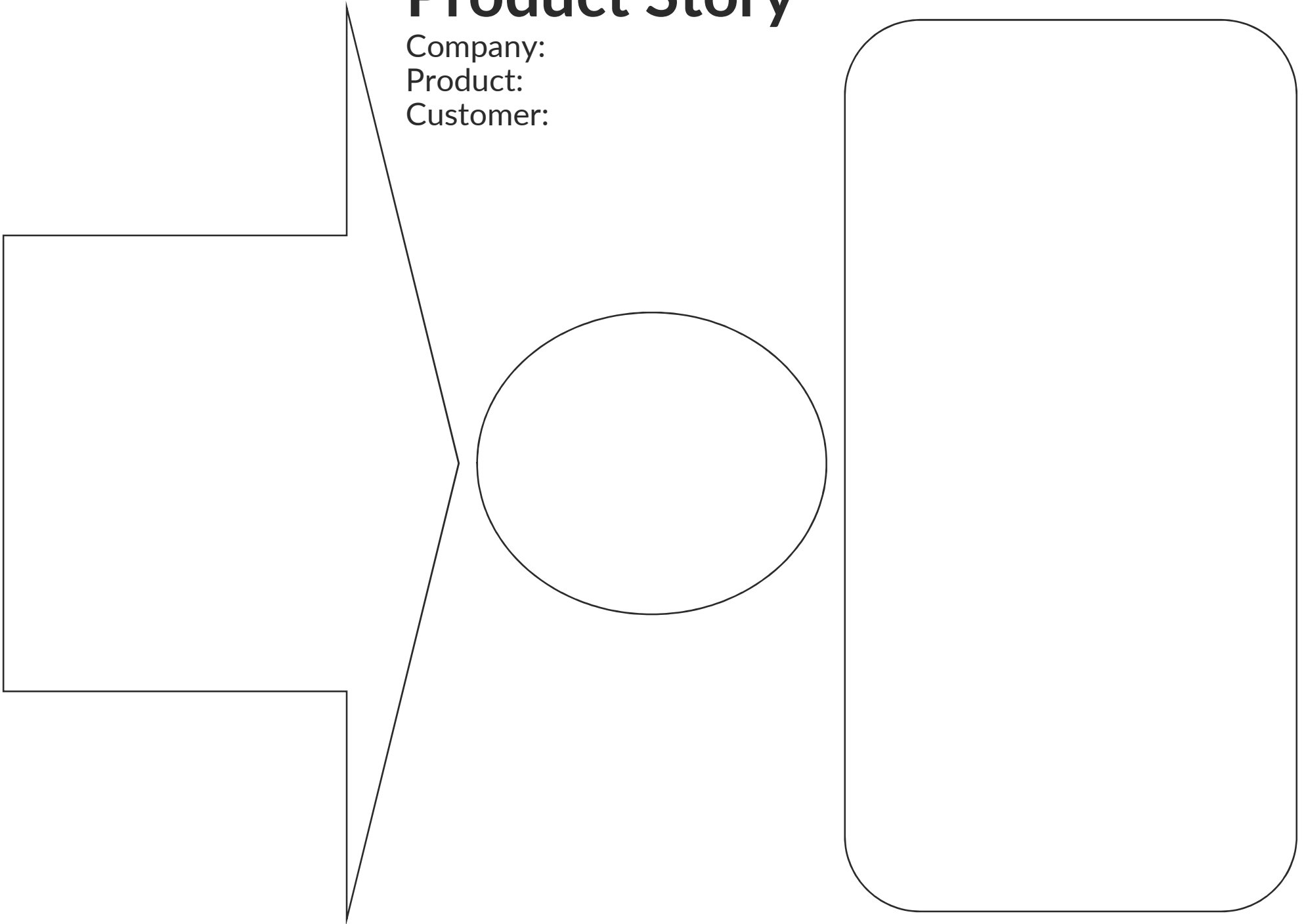


# Product Story

Company:

Product:

Customer:



# Product Story

Company:

Product:

Customer:

# Powerful Questions

What might be unintended consequences?

Why do we think this is true? What is the evidence?

Where are the gaps in our shared understanding?

What are the alternative endings?  
Are any of these more plausible?

What assumptions are we making?  
Can we validate this?

Does this make logical sense? What steps are we missing?



# Theory of Change Guiding Questions

