Pakihi Ingoa:______________________________ **Expected Trading Date:____________**

Kaupapa (Purpose / Why we exist) • Why do we exist beyond profit? • What long-term impact or legacy do we want (for owners, whānau, community, or iwi)?	**Customers (Who we serve)** • Who are our key customer groups or markets? • What problems, pain points or needs do they have? • What positive gains are they seeking? • What are their buying drivers?	**Resources & Taonga (What we draw on)** • What assets, skills, and IP give us strength (people, capital, technology, relationships)? What taonga or cultural assets add uniqueness (e.g., brand story, land, mātauranga)?
Value proposition (What we deliver) • How do we solve customer problems better or differently than others? • Why would customers choose us over competitors? • What makes our offer unique?	**Values & Tikanga (Guiding principles)** • What tikanga and values guide our behaviour? • How do these shape the way we do business and make us distinct?	**Activities (What we do)** • What are the most important business activities we must do to deliver value (operations, production, service delivery, innovation)?

Channels & Relationships (How we connect) • How do we reach and engage customers (sales channels, distribution, marketing)? • How do we build loyalty and trust?	**Impact / Returns (How we measure success)** • Financial: revenue, profitability, reinvestment, sustainability. • Social: jobs, wellbeing, opportunity creation. • Cultural: reo, tikanga, identity, intergenerational knowledge. • Environmental: whenua, wai, moana health, sustainability.	**Partners (Who we work with)** • Which key partners, suppliers, or alliances are essential to our business model? What value do they bring that we cannot easily provide ourselves?
Revenue (How money comes in) • What are our main revenue streams (e.g., product sales, contracts, subscriptions, investments)? • Which are most reliable, emerging, or at risk?	**Costs (What money goes out)** • What are our biggest cost drivers? (e.g., wages, materials, overheads, compliance, environmental commitments). • Which costs scale with growth, and which can be controlled or reduced?	**Comments**