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| --- | --- | --- | --- |
| **Phase** | **1: Validation** | **2: Test** | **3: Implementation** |
| **Market strategy**  Tasks specified in a marketing plan |  |  |  |
| **Milestones**  Define milestones and schedule for each action step |  |  |  |
| **Action step**  What needs to be done to realise each strategic milestone? |  |  |  |
| **Challenges**  Define all potential challenges and describe how to tackle them |  |  |  |
| **Effect/results**  What outcome is expected of each action step? |  |  |  |
| **Method for measuring and monitoring**  Describe how you will test and monitor results |  |  |  |