Digital Signage Project "Reality Check" Checklist
Can the business opportunity succeed?

	Yes	No

Purpose
- Does it make sense? ☐ ☐
- Can it work if executed properly? ☐ ☐

Rollout
- Do the volumes make sense? ☐ ☐
- Is the timeframe realistic? ☐ ☐

Pricing
- Are the expectations realistic? ☐ ☐

Pilot
- Is there a pilot? ☐ ☐
- Does it make sense? ☐ ☐
- Does the pilot give the customer enough time to assess next steps? ☐ ☐

Financing
- Is there enough money to fund the project? ☐ ☐
- Does it make sense how the project is funded? ☐ ☐

Buy-In
- Are the executives on board? ☐ ☐
- Has final approval for the project to go ahead been secured? ☐ ☐

Content Strategy
- Is there one? ☐ ☐
- Does it make sense? ☐ ☐

Partners
- Are there specialized partners involved in rolling out the project? ☐ ☐
- Are they the right partners? ☐ ☐
- Is the customer receptive to having you bring in specialized partners as may be needed? ☐ ☐

Connection (the Trump card)
- Is there a personal connection that increases the likelihood of securing the business? ☐ ☐
- Is there a business connection that increases the likelihood of securing the business?? ☐ ☐

Aurora Dynamic brings experienced guidance, insight leadership, and a qualified perspective to your digital signage endeavors. We would be pleased to assist you whether you have a new product or service that you'd like to bring to the digital signage industry, or simply need help steering your digital signage projects in the right direction. Contact Michael Arnett michael@auroradynamic.com for more information.