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| Objectives | Success Measures | Verification | Assumptions |
| Goal / Benefits **WHY**  Save the farm | 1. Pay the bank 3 mil. CZK by 30.6.2023 | 1. Bank records | 1. 50% of revenue goes to expense, rest to repay bank |
| Purpose / Results **WHY**  They will come (players, fans) | 1. 12- 15 professional players  2. 30 000 fans | 1. Count players    2. Ticket sales | 1. Fans willing to pay 600 CZK per ticket.  2.Fans know about the football matches |
| Output **WHAT**  Build the football field  Publicity of stadium | 1. Build standard football stadium  2. Seating areas for fans  3. All potential fans are informed | 1. Inspection  2. Count the seats | 1. Get permit to build  2. Labour available |
| Inputs **HOW**  Cut the corn  Plow the field | **WHO WHEN** |  |  |