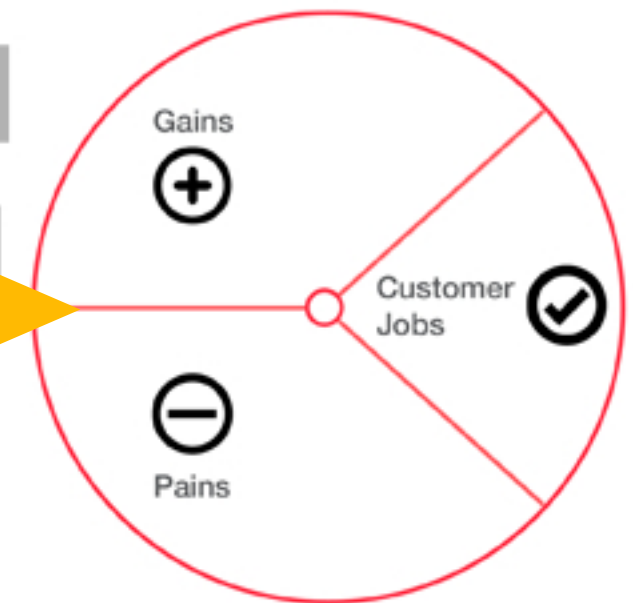
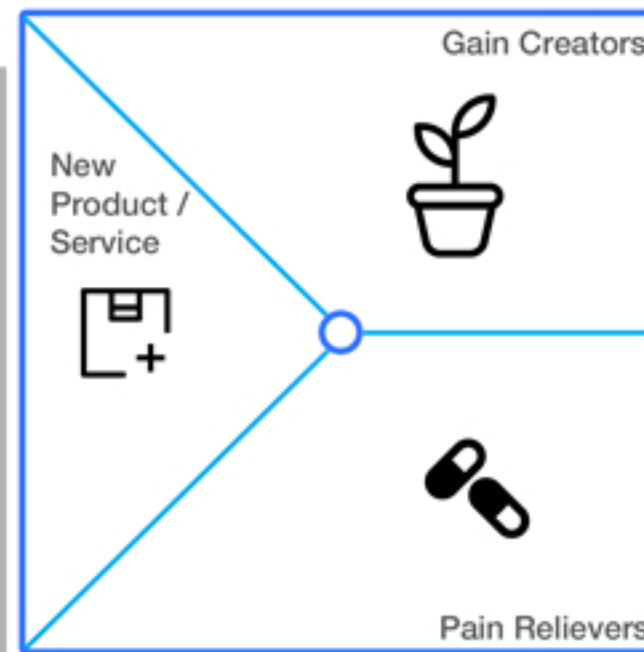




VALUE PROPOSITION

- What new value do we create for customers?
- What customer problem are we solving?
- What is the 'job to be done' for the customer?

CUSTOMER SEGMENTS

- Who are the customers we are creating value for?
- Who are the customers who experience the problem acutely?
- What are their biggest potential Gains, largest Pains?