

1

Customer segment

For whom are you creating value? Who are your most important customers? Who are the early adopters?

2 MOST IMPORTANT CUSTOMERS

2

Customer pains/problems

Brainstorm to identify your customers' problems and pains. What does your customer find too costly (time, money)? What makes your customer feel bad (frustrations)? What's keeping your customer awake at night (big issues, concerns, worries)? What common mistakes does your customer make (usage mistakes)? What risks does your customer fear (financial, social, technical, change)? What are the main challenges and difficulties your customer encounters (trouble understanding, getting things done, resistance)?

4 MOST IMPORTANT PAINS

3

Value propositions

Brainstorm on the value propositions. What value do you deliver to the customer? Which one of your customers' problems are you helping to solve? What bundles of products and services are you offering to each customer segment? Which customer needs are you satisfying?

2 MOST IMPORTANT VPS

4

Unique value proposition

Write a single, clear, compelling message that states why you are different and worth paying attention to. Tip: Use the **Mini Pitch Builder** tool to help you formulate your statement.

FOLD HERE (to park all your solutions)

5

Solution features

Brainstorm on the features of the products and services that you offer.