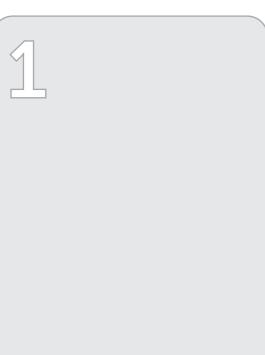
Data Sources:



2

Combines data so that (target customers)

Who have (customer need)

Can use (service name)

Which helps users (with one key benefit)

We can test the idea by:

We would know it worked if:



Before the service (pain)



