## Worksheet

Think long, hard and creatively about what assets your team and new venture have. They can include capabilities, connections, branding opportunities, personal attributes, personal wealth, intellectual property, unique insights, key customer commitments or something else.

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| Defining Your Core Worksheet | | | |
|  |  | **What is your value proposition (from Step 8)?**  **Tourmate helps travelers save time and improve their overall travel experience by providing AI-driven local recommendations, offline navigation, smart workspace suggestions, and access to vibrant social communities—all in one app. It reduces travel friction, enhances cultural immersion, and improves work-life balance for modern, mobile individuals.** |  |
|  | What assets does your team have? Prioritize from strongest to weakest. | | |
|  | 1. | **Unique AI-based recommendation engine trained on real traveler behavior.** | Strongest |
|  | 2. | **Strong UX/UI design capability for travel-focused interfaces.** |  |
|  | 3. | **Cultural & travel insights from team members with nomadic experience.** |
|  | 4. | **Early access to niche traveler communities (digital nomads, solo explorers).** |
|  | 5. | **Social media micro-influencer partnerships.** |
|  | 6. | **Mobile app development expertise.** |
|  | 7. | **Beta testers already engaged from co-working hubs and travel forums.** |
|  | 8. | **Connections to local event organizers and tour guides.** |
|  | 9. | **Basic seed funding and grants from student entrepreneurship programs.** |
|  | 10. | **Limited marketing budget and team bandwidth.** | Weakest |
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|  | What are your proposed moats for your business? | | |
|  | 1. | **Proprietary AI that learns from user behavior to personalize travel recommendations.** | Strongest |
|  | 2. | **Integration of offline navigation and logistics in a single, cohesive app.** |  |
|  | 3. | **Gamified community engagement that rewards social and cultural immersion.** |
|  | 4. | **Early partnerships with co-working spaces and local experiences.** |
|  | 5. | **Language adaptation/localization engine for global usability.** |
|  | 6. | **Basic freemium monetization—easily replicable.** | Weakest |
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|  | What are potential Cores for your business? | | |
|  | 1. | **AI-driven local experience engine that adapts to personal preferences.** |  |
|  | 2. | **Community trust and engagement through verified traveler feedback and social features.** |  |
|  | 3. | **All-in-one travel utility (navigation, workspace, events, logistics).** |  |
|  | 4. | **Brand trust as a travel companion for modern explorers.** |  |
|  |  |  |  |
|  | Decision: | | |
|  | 1. | What is your proposed Core from these choices? | |
|  |  | **AI-driven local experience engine.** | |
|  | 2. | Why is or will this Core be unique? | |
|  |  | **Because it evolves with the traveler’s behavior, combining real-time data with community-verified insights. This engine turns passive data into active recommendations, offering a constantly improving and hyper-personalized travel companion.** | |
|  | 3. | Why is it important to your target customer? How does it relate to your value proposition? | |
|  |  | **Travelers today are overwhelmed by information. They crave authenticity, efficiency, and ease. Tourmate’s AI helps them spend less time planning and more time living, and connecting, during their journey. It directly supports the value proposition of reducing time lost and increasing meaningful experiences.** | |
|  | 4. | How does it grow over time relative to competitors in a way that competitors can’t simply catch up once they realize it? | |
|  |  | **Every user interaction fine-tunes the AI and adds to a growing data moat. The more travelers use it, the smarter it gets, not just individually but collectively. Competitors starting later won’t have this depth of behavioral data or community trust.** | |
|  | 5. | What was your second (or third) choice, and why is your first choice a better selection? Compare and contrast. | |
|  |  | **Second choice: Community trust and engagement. While this is powerful, it's harder to scale fast and may take time to build organically. The AI core creates immediate functional value and evolves fast, while community features support it as a moat. The AI core also offers a more tangible, technical advantage early on.** | |
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The decision on the Core can take a while and may seem a bit frustrating as you want to move ahead and continue to make progress. I completely understand. Isn’t getting sales a great thing?

But you must understand that making sales without a Core is not sustainable if you want to be a high-growth company, because you success will only draw attention to the opportunity you have identified, and then competitors will rush in. At that point, your beautiful new venture will turn out to have been built on a foundation of sand and it will come sliding down.

So even if you aren’t sure what is the best selection for Core, pick a few candidates for the Core and realize you have to solve this riddle soon. Some of your potential Cores may end up as strong moats, but the most important thing is that you are thinking ahead and protecting yourself, and it is also highly relevant as you proceed to Step 11, Chart Your Competitive Position.