

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS People who work and rely on Supply chain. Members of OPEC Investors and Banks who invest in small and medium companies.	6. CUSTOMER CONSTRAINTS CC Spending power Technical constraints Lack of a technical perspective	5. AVAILABLE SOLUTIONS AS User friendly interface Affordable products Past: Inefficient algorithms Pros/Cons: Makes a prediction, but not accurate enough.	Explore AS, differentiate
Focus on J&P, tap into BE, understand	2. JOBS-TO-BE-DONE / PROBLEMS J&P Data collection: An advanced model needs more data Marketing to create awareness about the product. Problem solved: More accurate prediction with less computations.	9. PROBLEM ROOT CAUSE RC Resources to create and train the model Lack of vision Monopoly over the industry.	7. BEHAVIOUR BE Settles for less efficient predictions Spends more money on technology This happens often for those organisations that can afford the existing solutions	Focus on J&P, tap into BE, understand
	3. TRIGGERS TR Loss of potential revenue Fear of missing out.	10. YOUR SOLUTION SL Building a better algorithm that has a higher reach, more efficiency and is cheaper.	8. CHANNELS of BEHAVIOUR CH Online- Website/App to run the model	

	<div>4. EMOTIONS: BEFORE / AFTER</div> <div>EM</div> <div>Before: Fear, Desire, and despair</div> <div>After: Confident, elated, and rich</div>		<div>Provide revenue</div>	
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