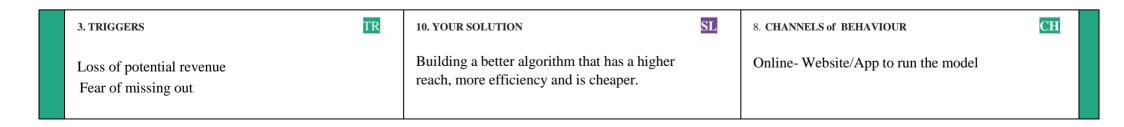
Define CS, fit into CC 1. CUSTOMER SEGMENT(S) 6. CUSTOMER CONSTRAINTS CC5. AVAILABLE SOLUTIONS CS User friendly interface Spending power People who work and rely on Supply chain. Affordable products Technical constraints Members of OPEC Investors and Past: Inefficient algorithms Banks who invest in small and medium Lack of a technical perspective companies. Pros/Cons: Makes a prediction, but not accurate enough. Focus on J&P, tap into BE, understand 9. PROBLEM ROOT CAUSE 2. JOBS-TO-BE-DONE / PROBLEMS J&P RC 7. BEHAVIOUR Settles for less efficient predictions Data collection: An advanced model needs more Resources to create and train the data model Spends more money on technology Marketing to create awareness about the Lack of vision product. This happens often for those organisations that can afford the existing solutions Monopoly over the industry. Problem solved: More accurate prediction with less computations.



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