

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.

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

3. TRIGGERS**TR**

Loss of potential revenue

Fear of missing out

4. EMOTIONS: BEFORE / AFTER**EM**

Before: Fear, Desire, and despair

After: Confident, elated, and rich

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

8.2 OFFLINE

Provide revenue