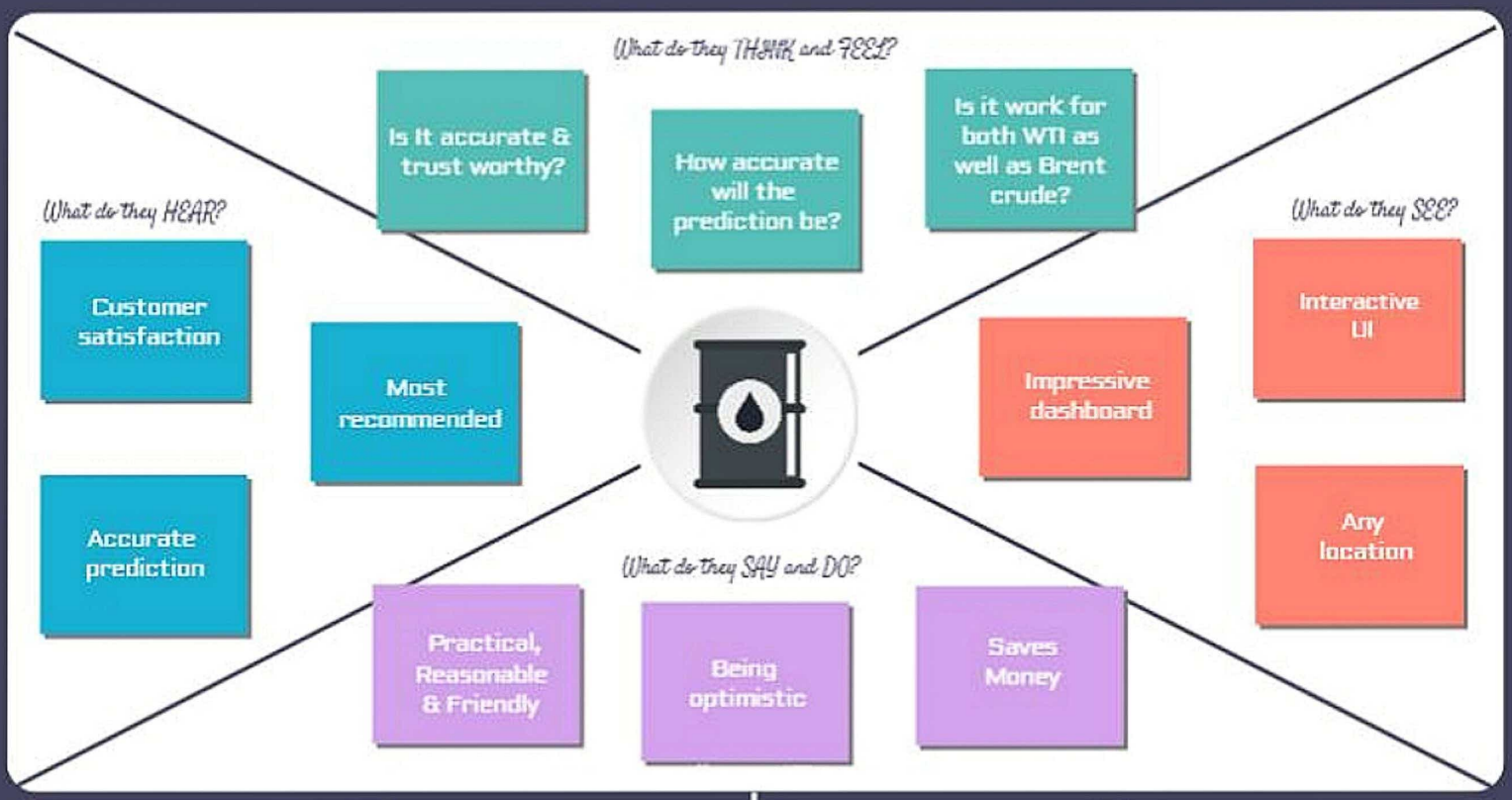
Empathy Map



PAINS

- *More competitors
- *Increased capital requirements
- *Compromised quality

GAINS

- *Generate more sales & profit
- *Saves time
- *Reach new customers