

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

	<div data-bbox="150 60 479 89"><b>4. EMOTIONS: BEFORE / AFTER</b></div> <div data-bbox="721 60 763 89"><b>EM</b></div> <div data-bbox="150 129 537 161">Before: Fear, Desire, and despair</div> <div data-bbox="150 201 542 233">After: Confident, elated, and rich</div>		<div data-bbox="1498 129 1691 158">Provide revenue</div>	
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