

## Step 10: Define Your Core

### Worksheet

Think long, hard and creatively about what assets your team and new venture have. They can include capabilities, connections, branding opportunities, personal attributes, personal wealth, intellectual property, unique insights, key customer commitments or something else.

Defining Your Core Worksheet		
	What is your value proposition (from Step 8)? Greenify helps homeowners reduce their energy bills by up to 20% and monitor their energy consumption in real-time via a user-friendly app, promoting both cost savings and environmental sustainability.	
What assets does your team have? Prioritize from strongest to weakest.		
1.	Expertise in IoT and energy management software	<div>Strongest</div> <div>↓</div> <div>Weakest</div>
2.	Strong relationships with homebuilders and real estate developers	
3.	Innovative, proprietary software for energy management	
4.	Team with extensive experience in renewable energy sectors	
5.	Partnerships with major energy companies	
6.	Patents pending on specific technologies for energy efficiency	
7.	Dynamic, scalable cloud infrastructure for data handling	
8.	Aggressive, focused marketing team	
9.	Responsive customer service department	
10.	R&D department actively developing next-gen features	
What are your proposed moats for your business?		
1.	Exclusive partnerships with key homebuilders for pre-installations	<div>Strongest</div> <div>↓</div> <div>Weakest</div>
2.	Advanced, proprietary algorithms for energy usage optimization	
3.	Strong brand recognition in eco-friendly home technology	
4.	First-mover advantage in integrating with multiple smart home platforms	
5.	Long-term customer contracts with locked-in pricing	
6.	Ongoing customer engagement through app-driven updates and energy-saving tips	
What are potential Cores for your business?		
1.	Proprietary energy management software	
2.	Strong industry partnerships and network	
3.	Brand reputation as a leader in sustainable home technology	
4.	Exclusive data analytics and customer insights	
Decision:		
1.	What is your proposed Core from these choices?	
	Proprietary energy management software: this includes unique algorithms that not only manage but also predict energy usage patterns, allowing for preemptive adjustments and real-time, actionable insights into energy usage.	
2.	Why is or will this Core be unique?	
	It utilizes unique algorithms that not only manage but predict energy usage patterns, allowing for preemptive adjustments, unlike any competitor.	

	3.	Why is it important to your target customer? How does it relate to your value proposition?
		The software directly relates to the value proposition by enabling significant cost savings and providing real-time, actionable insights into energy usage, which is crucial for customers looking to reduce costs and environmental impact.
	4.	How does it grow over time relative to competitors in a way that competitors can't simply catch up once they realize it?
		Continual updates and enhancements from our R&D team will keep it ahead, along with the integration of machine learning for smarter predictions and adjustments, making it difficult for competitors to quickly replicate.
	5.	What was your second (or third) choice, and why is your first choice a better selection? Compare and contrast.
		Second choice: Strong industry partnerships and network. While partnerships are valuable and provide leverage, the proprietary software offers a more sustainable competitive advantage as it is harder to replicate and directly impacts product efficacy and customer satisfaction.

The decision on the Core can take a while and may seem a bit frustrating as you want to move ahead and continue to make progress. I completely understand. Isn't getting sales a great thing?

But you must understand that making sales without a Core is not sustainable if you want to be a high-growth company, because your success will only draw attention to the opportunity you have identified, and then competitors will rush in. At that point, your beautiful new venture will turn out to have been built on a foundation of sand and it will come sliding down.

So even if you aren't sure what is the best selection for Core, pick a few candidates for the Core and realize you have to solve this riddle soon. Some of your potential Cores may end up as strong moats, but the most important thing is that you are thinking ahead and protecting yourself, and it is also highly relevant as you proceed to Step 11, Chart Your Competitive Position.