

BizBrain AI

Brainstorming and analysis of renowned innovators and successful business leaders

Insights:

1. Elon Musk:

Reformulation 1: Invest in technological advancements for eco-friendly special ink and paper. It can create an edge over traditional printing.

Reformulation 2: Promote the long-term cost-saving and eco-friendly aspect of the product aggressively to appeal to the environmental awareness of your customers.

2. Steve Jobs:

Reformulation 1: Focus on user experience. Make the process of printing, erasing, and reprinting intuitive and seamless.

Reformulation 2: Revolutionize marketing strategies, pushing the edge and making the product feel innovative and a must-have, rather than just another option.

To better understand the Jobs to be Done (JTBD) for our project, here are 3 alternative JTBD to focus on moving forward

User	Situation	Motivation
Business Owners	Preparing annual reports	Minimize printing costs
Freelance Writers	Finalizing written drafts	Versatility and cost-efficiency
Environmentally Conscious Individuals	Daily printing needs	Sustainable living