* Topic
  + Student books
* Determine competitors
  + Chegg rents books
  + Bookmooch, allows trade of any book
* Create a strategy canvas with Metrics on y axis and factors on x axis on you and your Competitor(s)
  + Complete
* Create description based in CONvo Context, Need, Vision and Outcome
  + Context: Cost of student books can be high.
  + Need: Many students purchase books at a high retail price and use for 1 semester but never use again. Students need a marketplace where they can sell or trade their books to recover the cost
  + Vision: Would like to have a site that specifically caters to students. Although there are sites that provide trades and rentals there are not many sites that offer trade specifically for students. This site will need mobility and social media capabilities allowing to trade locally with student from their own or other local schools.
  + Outcome: Students will be able to trade books that are no longer of use to them at little or no cost, locally and conveniently.
* Determine New Value Curve based on 4 action framework, use 1-2 of Reduce, Create,

Raise or Eliminate factor.

* + The new value will be to reduce cost for students. It will also create a new network specifically for students to not only trade books, but to communicate ideas and make long term friendships.