



## Build empathy

The information you add here should be representative of the observations and research you've done about your users.

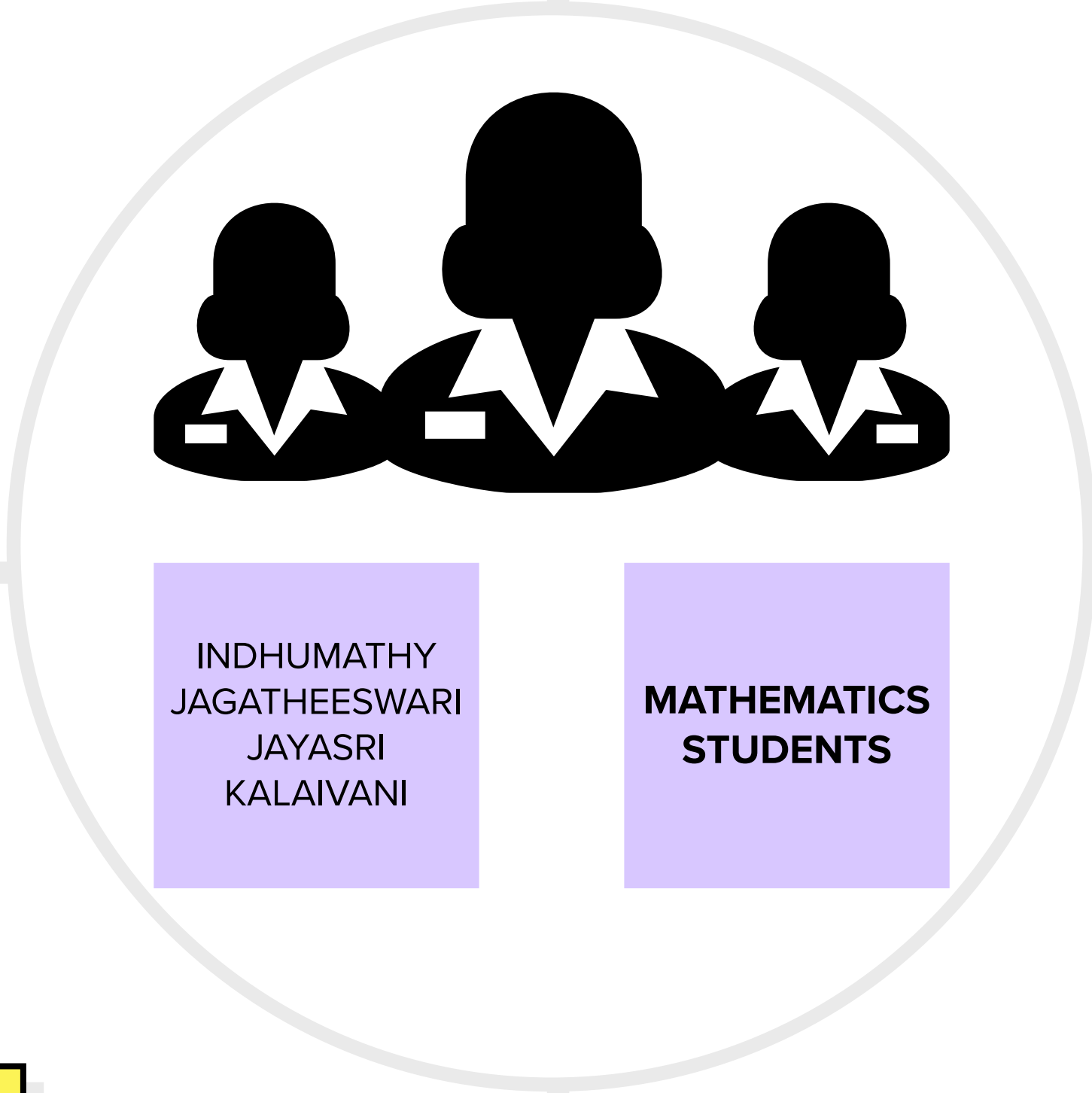
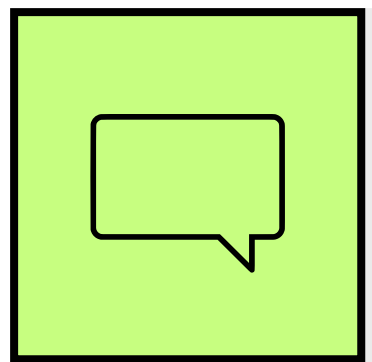
### Says

What have we heard them say?  
What can we magine them saying?

Maintain control of the innovation and find a way to create value within the existing market place.

Focus on creating value for partners in the existing value chain. Execute quickly.

Create and control a new value chain often using a platform business. Focus on being an idea factory.



Coming up with a great business idea is more than just solving a problem. We also need to consider whether there is an actual market for our business.

We will regularly review and update our analysis as the business progresses, in line with changing market conditions.

Budgeting with our mandatory and expected expenses is useful for our financial endeavors.



### Does

What behavior have we observed?  
What can we imagine them doing?

### Thinks

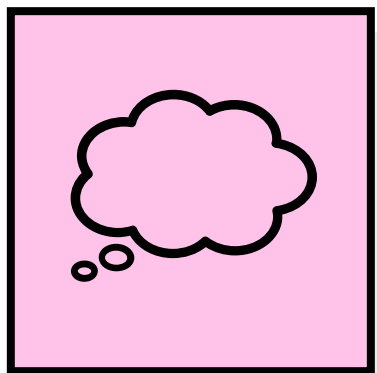
What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?

Concerns that come with starting a business.

May be this is'nt the best.

What is best for us?

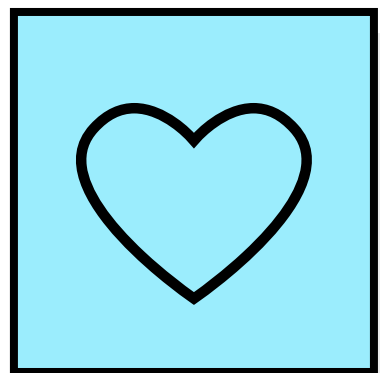
I want something awesome business idea.



Economic inadequate.

Who to trust in business.

Anxious about Business.



### Feels

What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?