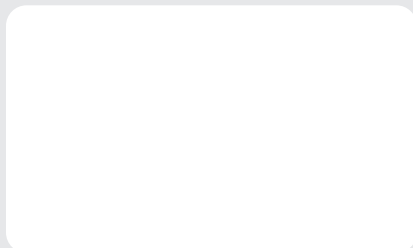
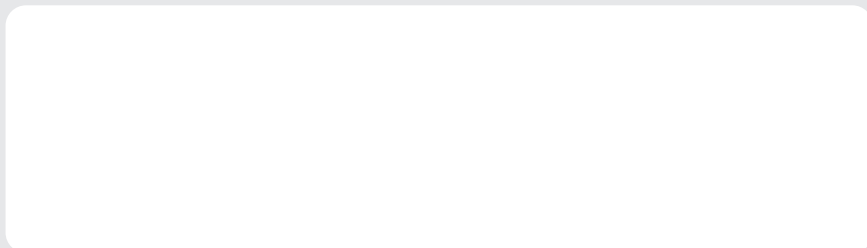


The Basics

Customer

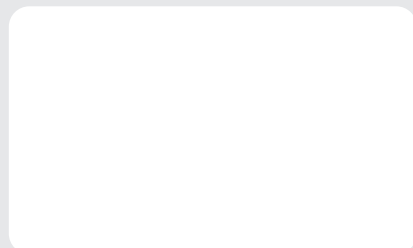


Problem

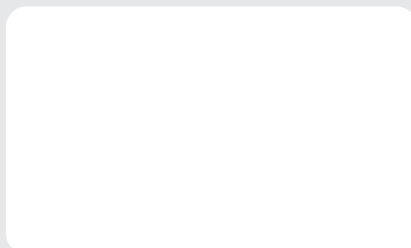


Advantage

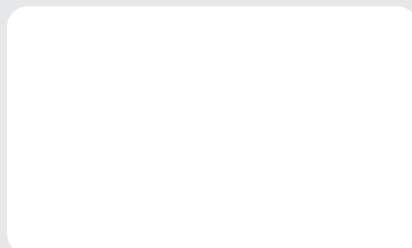
Capability



Insight

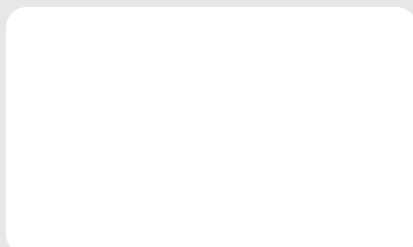


Motivation

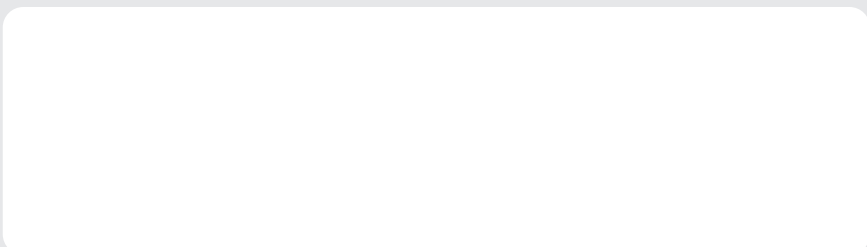


Competition

800 pound gorilla



Top alternatives



Mark where your solution could be vs. the competition

Not so smart ←————→ Smart

Custom Differentiators

Fill in + mark where your solution could be vs. the competition

Crummy opposite

Good thing

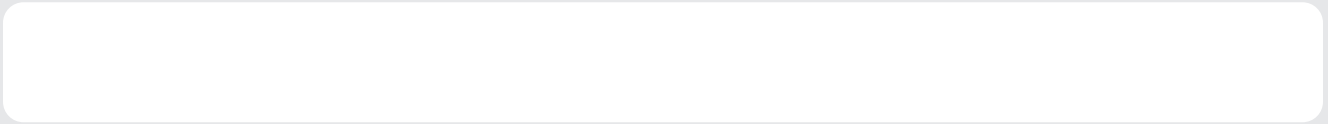


Differentiation

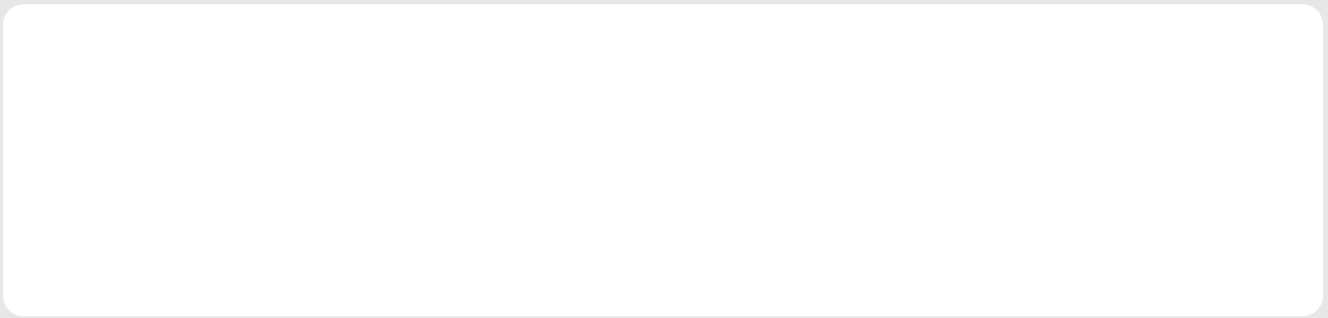


Approach summary

What it is (write the title of this approach)

A wide, white rectangular box with rounded corners, intended for writing the title of the approach.

Why it's a good idea (write one sentence)

A wide, white rectangular box with rounded corners, intended for writing one sentence explaining why the approach is a good idea.

How it might work (draw a quick doodle)

A wide, white rectangular box with rounded corners, intended for drawing a quick doodle illustrating how the approach might work.

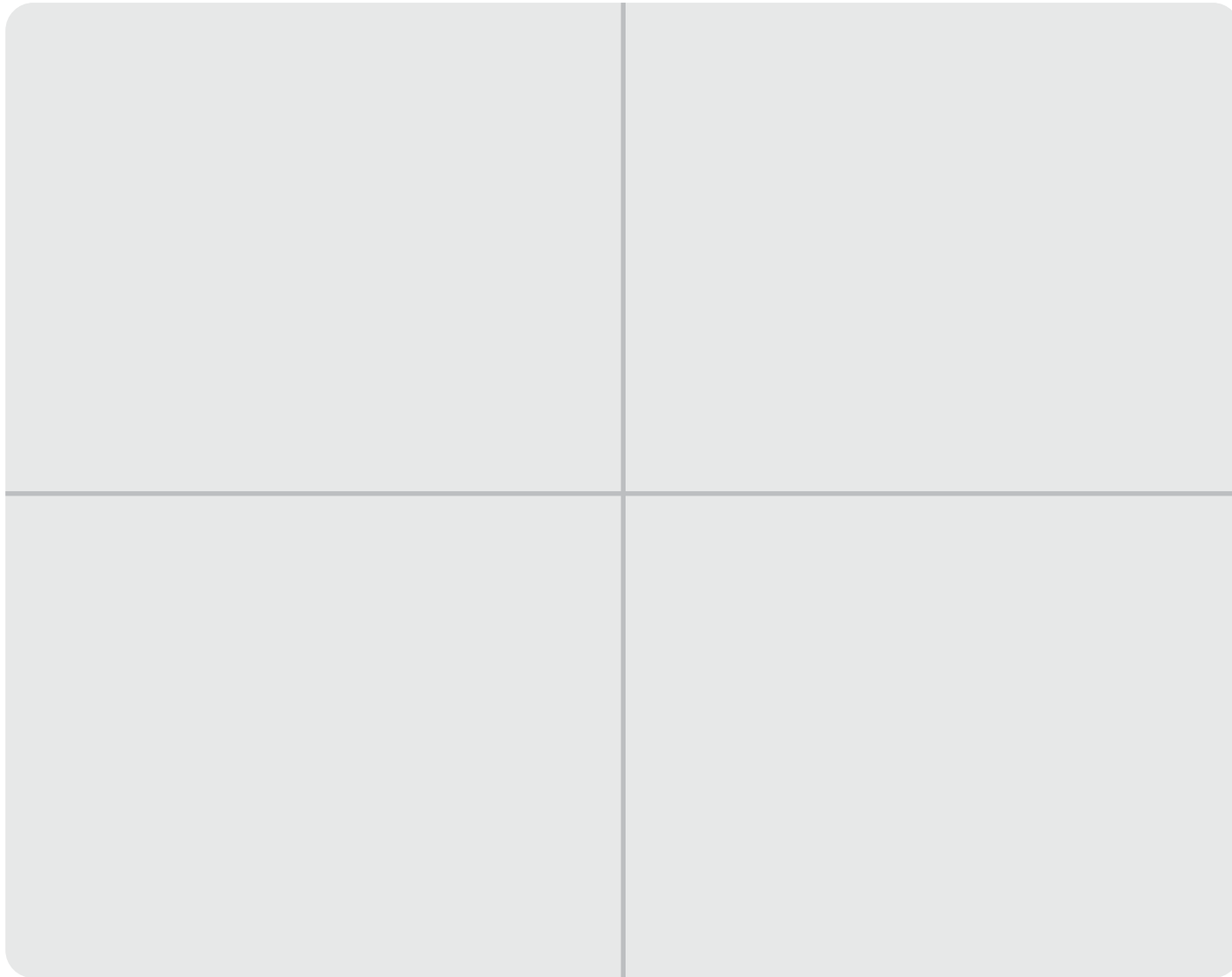
Customer Lens

Easy to use

Just okay
solution to
customer
problem

Perfect
solution to
customer
problem

Hard to use



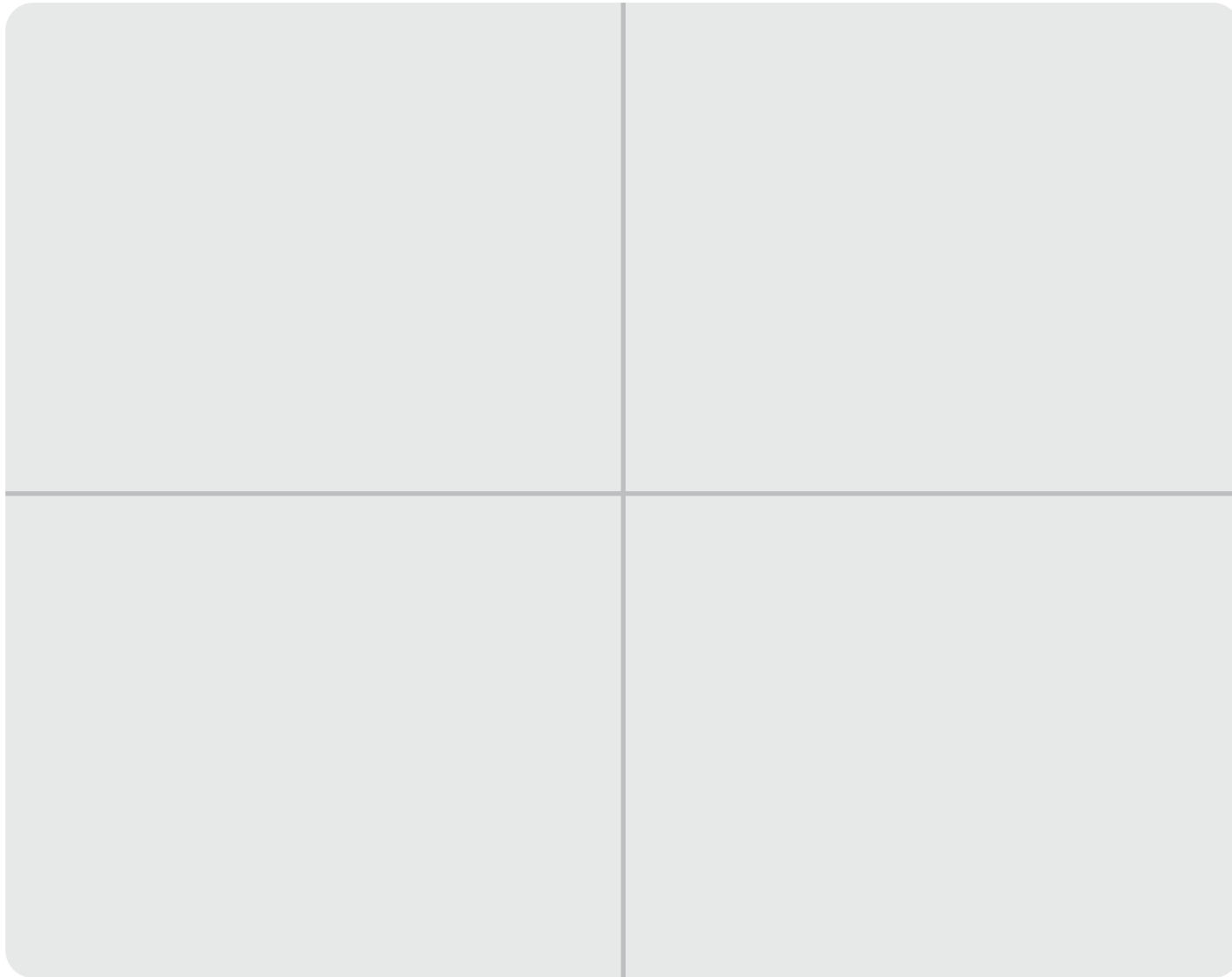
Pragmatic Lens

Cheap to build

Slow to
build

Fast to
build

Expensive to build



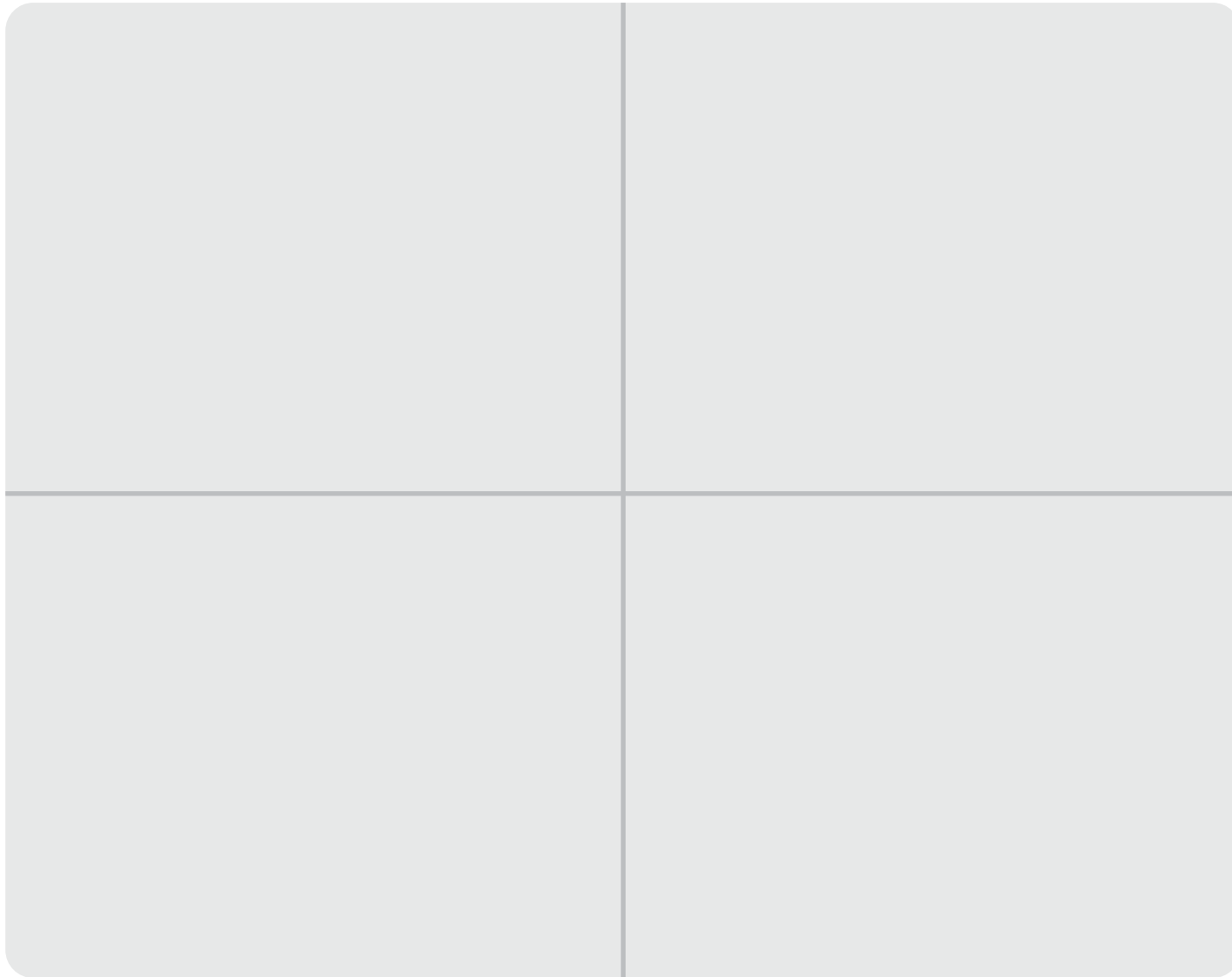
Growth Lens

Easy to adopt

Fewer
potential
customers

More
potential
customers

Hard to adopt



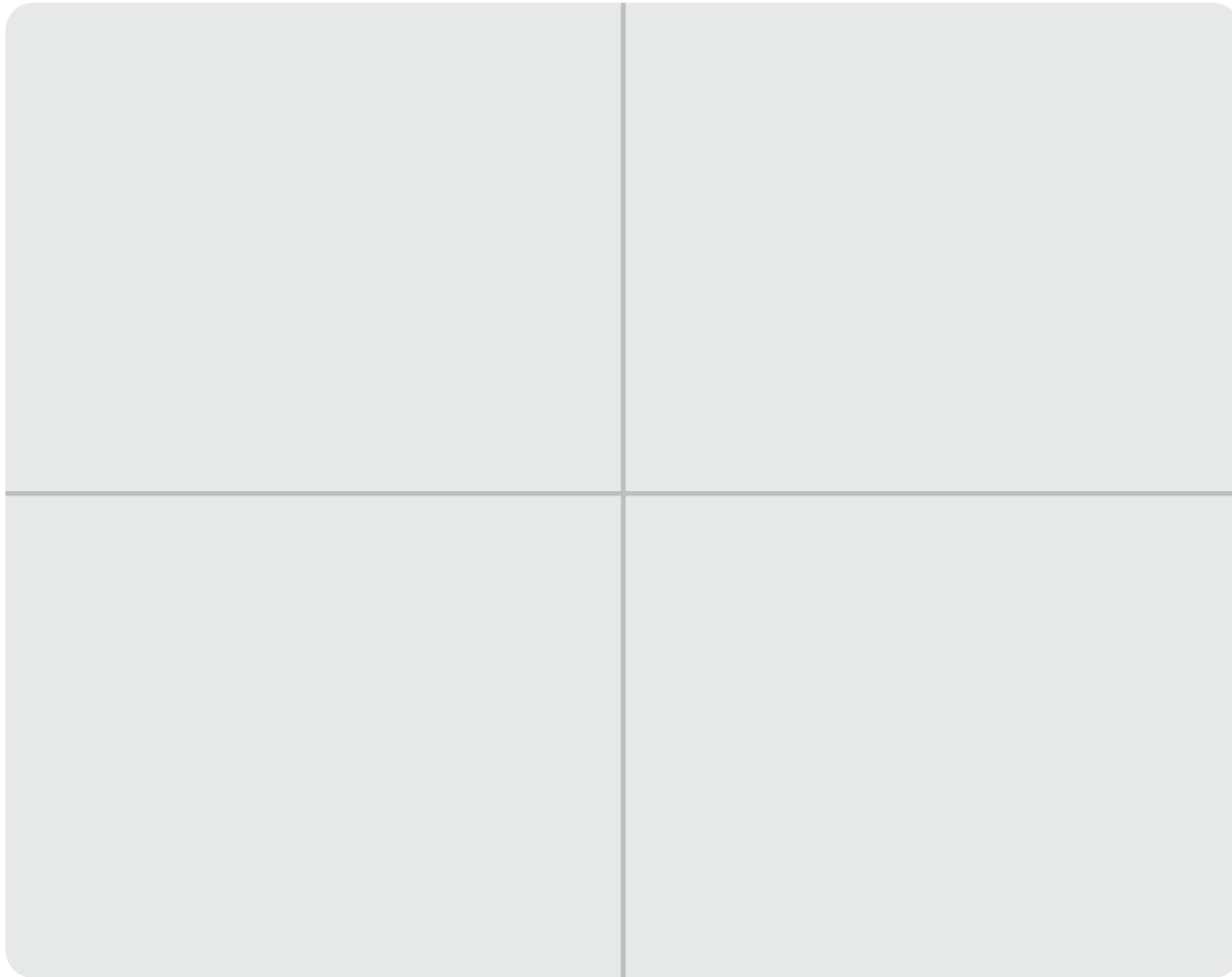
Money Lens

More long-term value

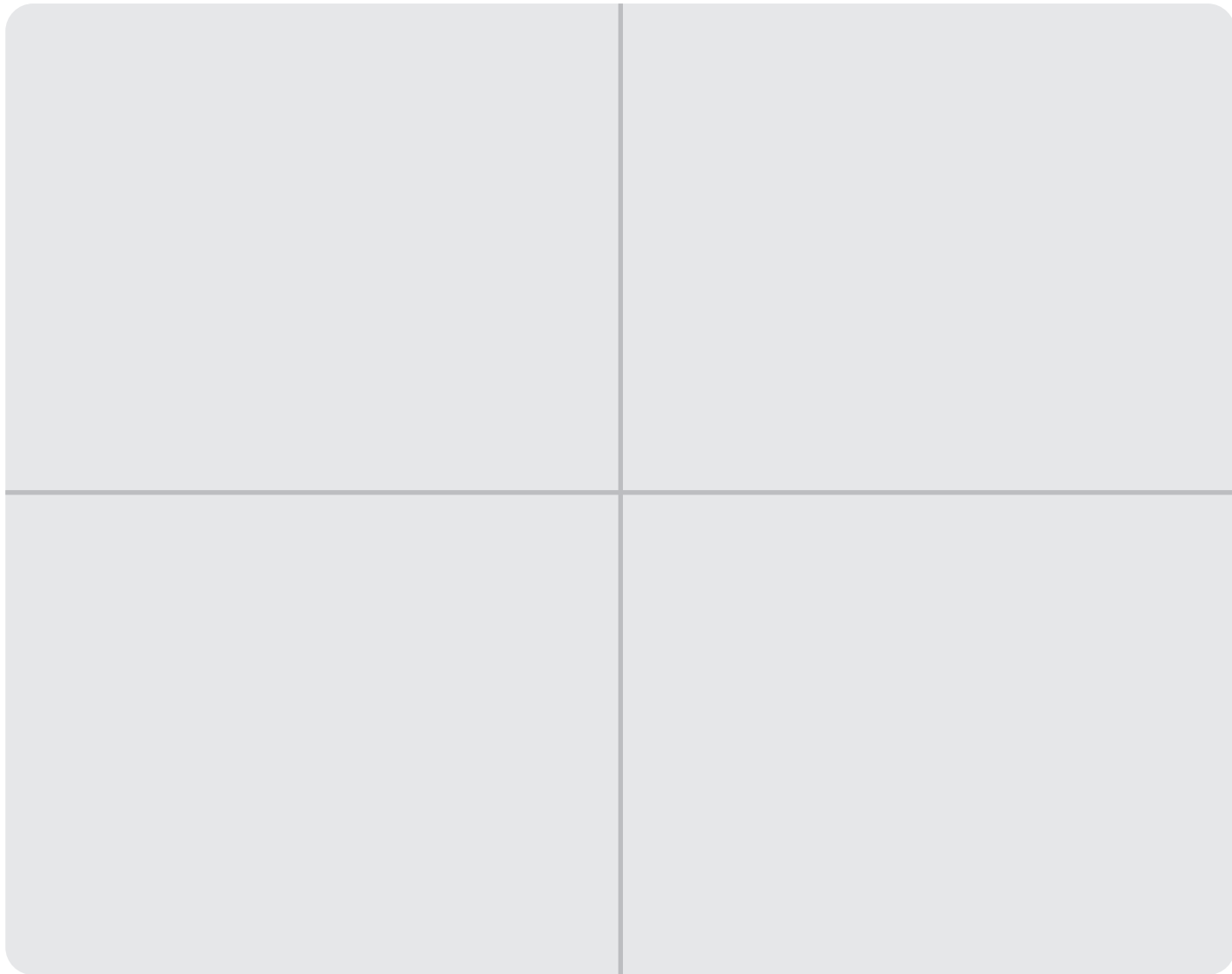
Fewer
potential
customers

More
potential
customers

Less long-term value



Lens



Founding Hypothesis

If we help

customer

solve

problem

with

approach

they will choose it over

competitors

because our solution is

differentiation