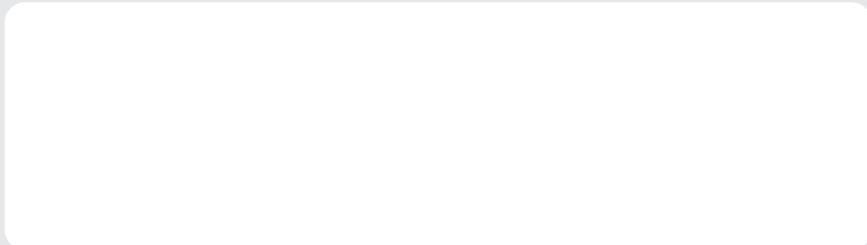


The Basics

Customer

Problem



Advantage

Capability

Insight

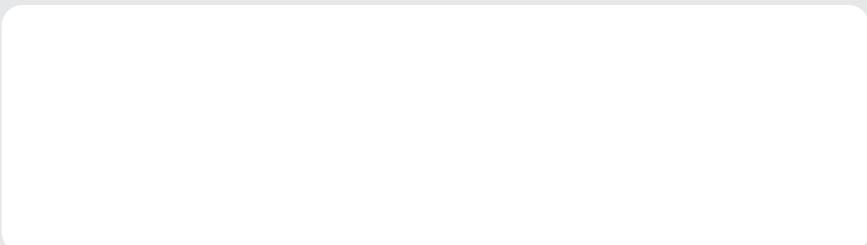
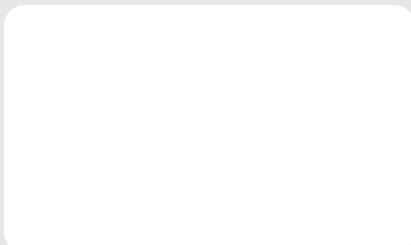
Motivation



Competition

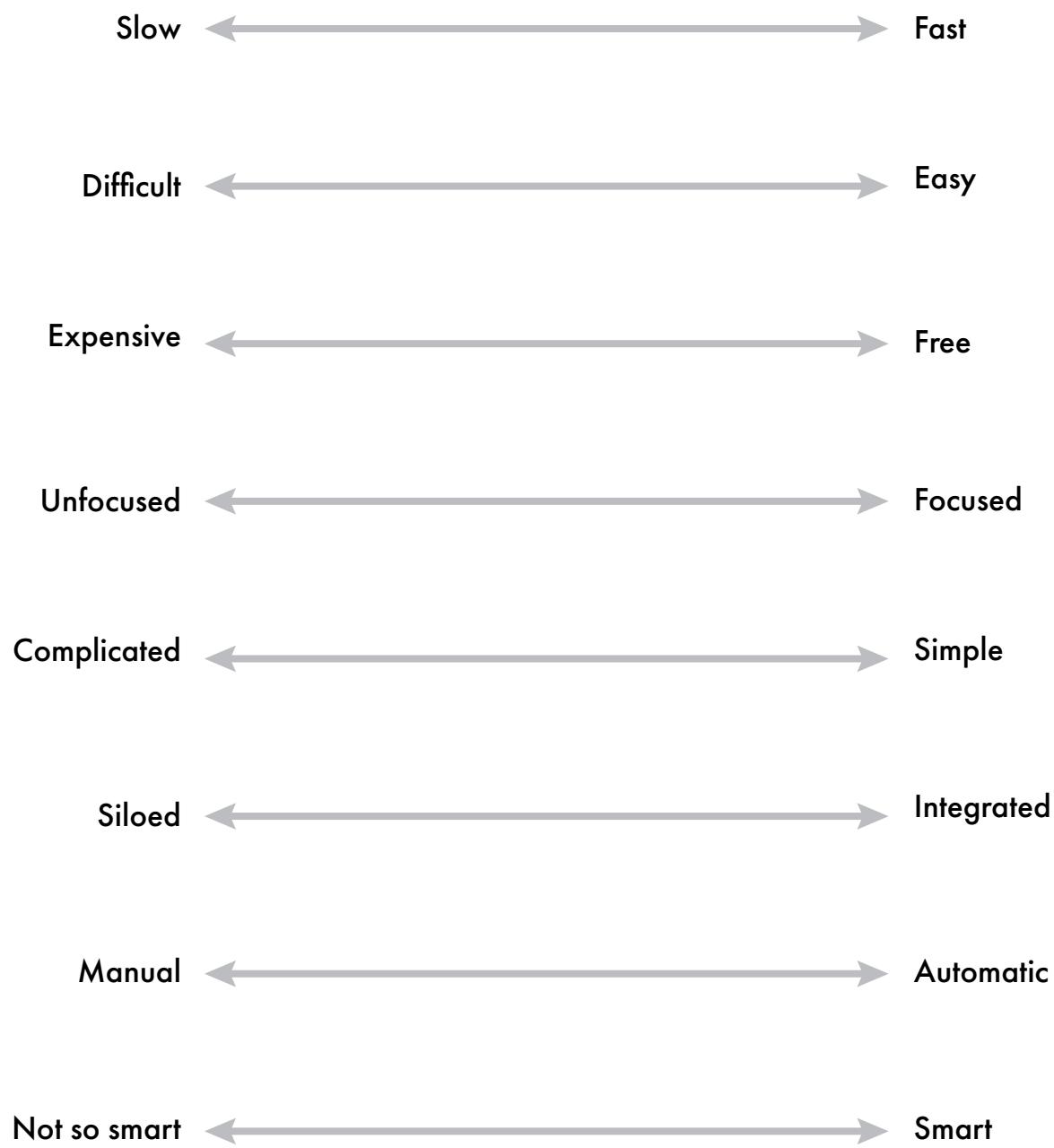
800 pound gorilla

Top alternatives



Classic Differentiators

Mark where your solution could be vs. the competition



Custom Differentiators

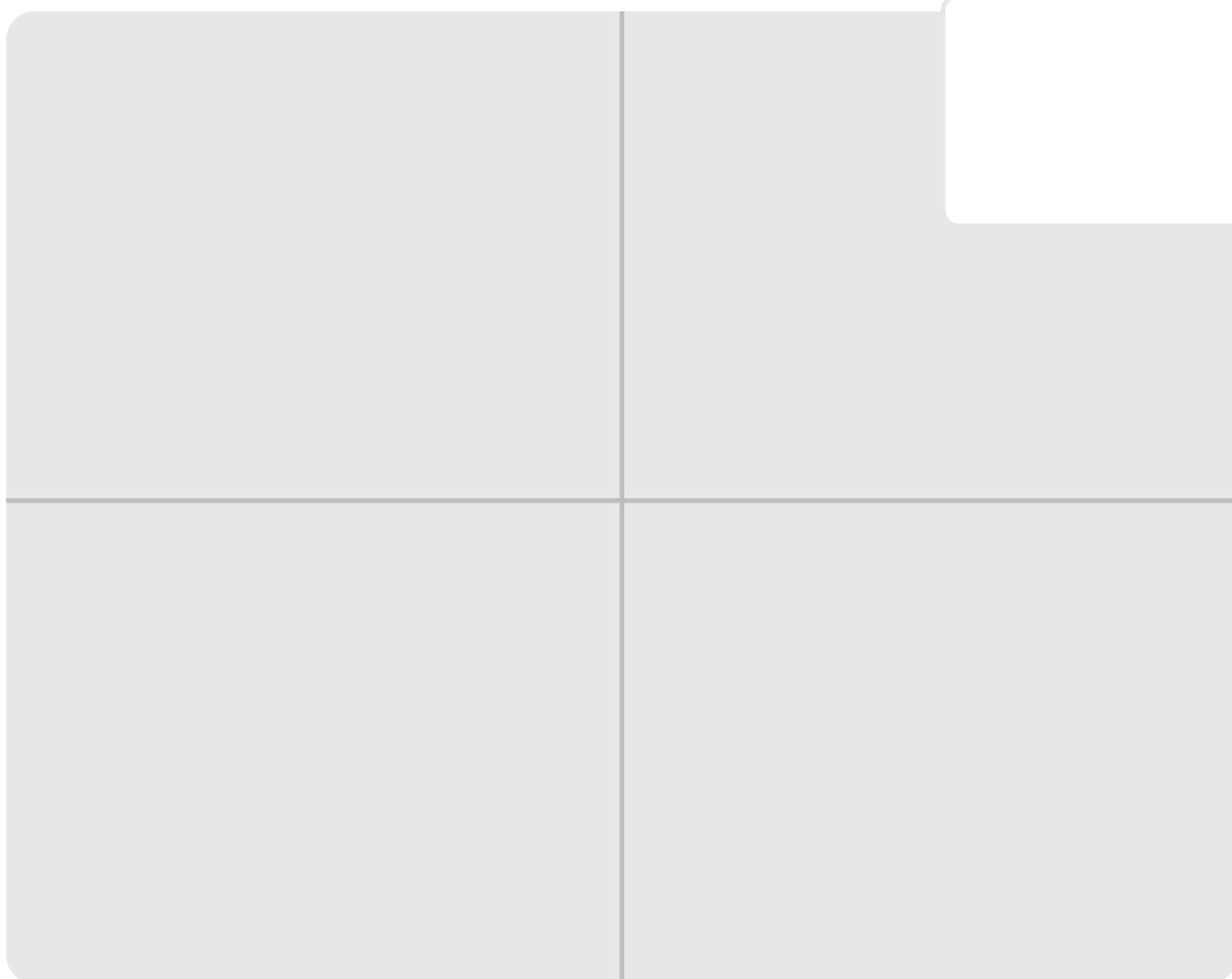
Fill in + mark where your solution could be vs. the competition

Crummy opposite

Good thing



Differentiation



Approach summary

What it is (write the title of this approach)

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

How it might work (draw a quick doodle)

Customer Lens

Easy to use

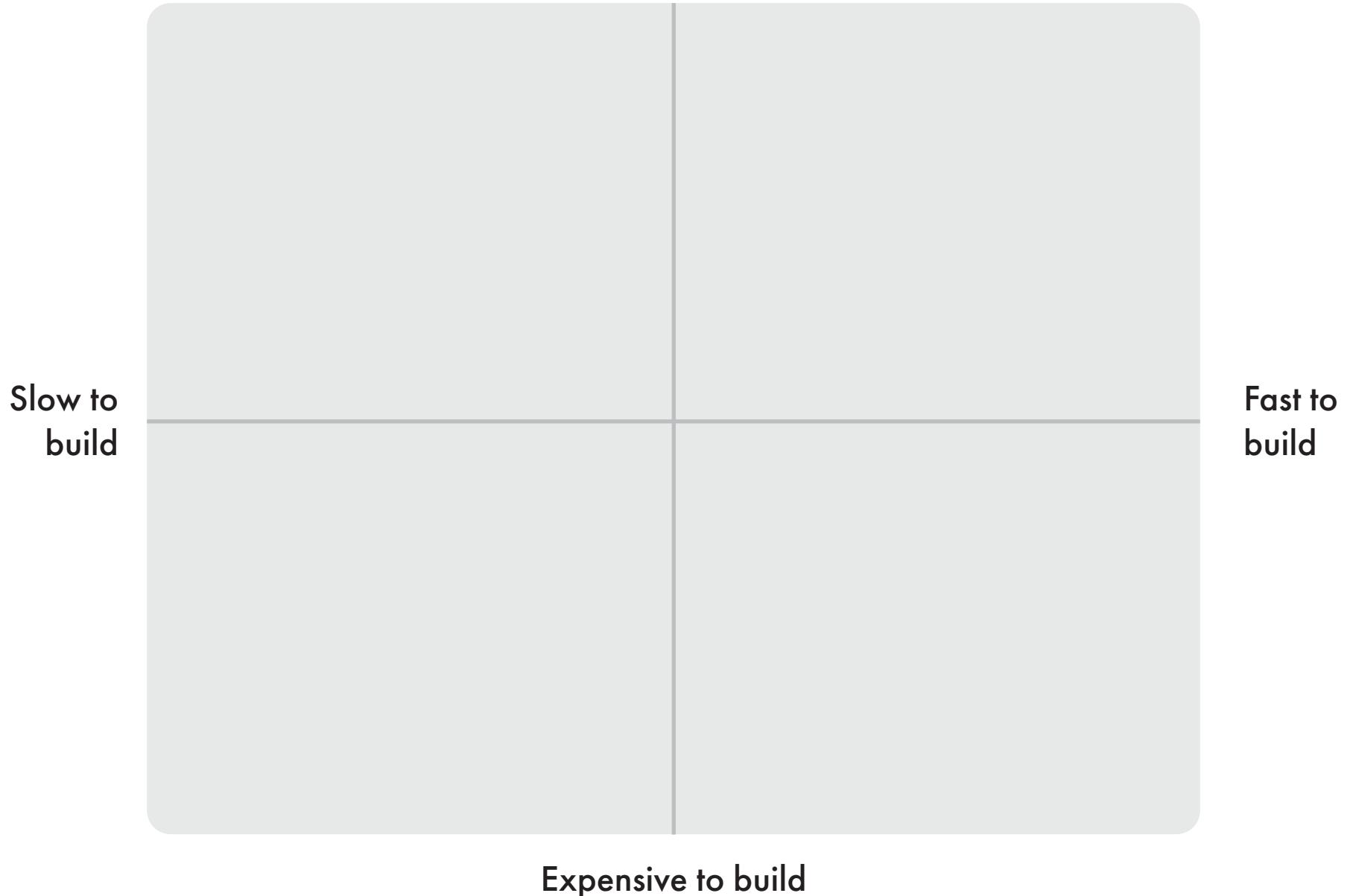
Just okay
solution to
customer
problem

Perfect
solution to
customer
problem

Hard to use

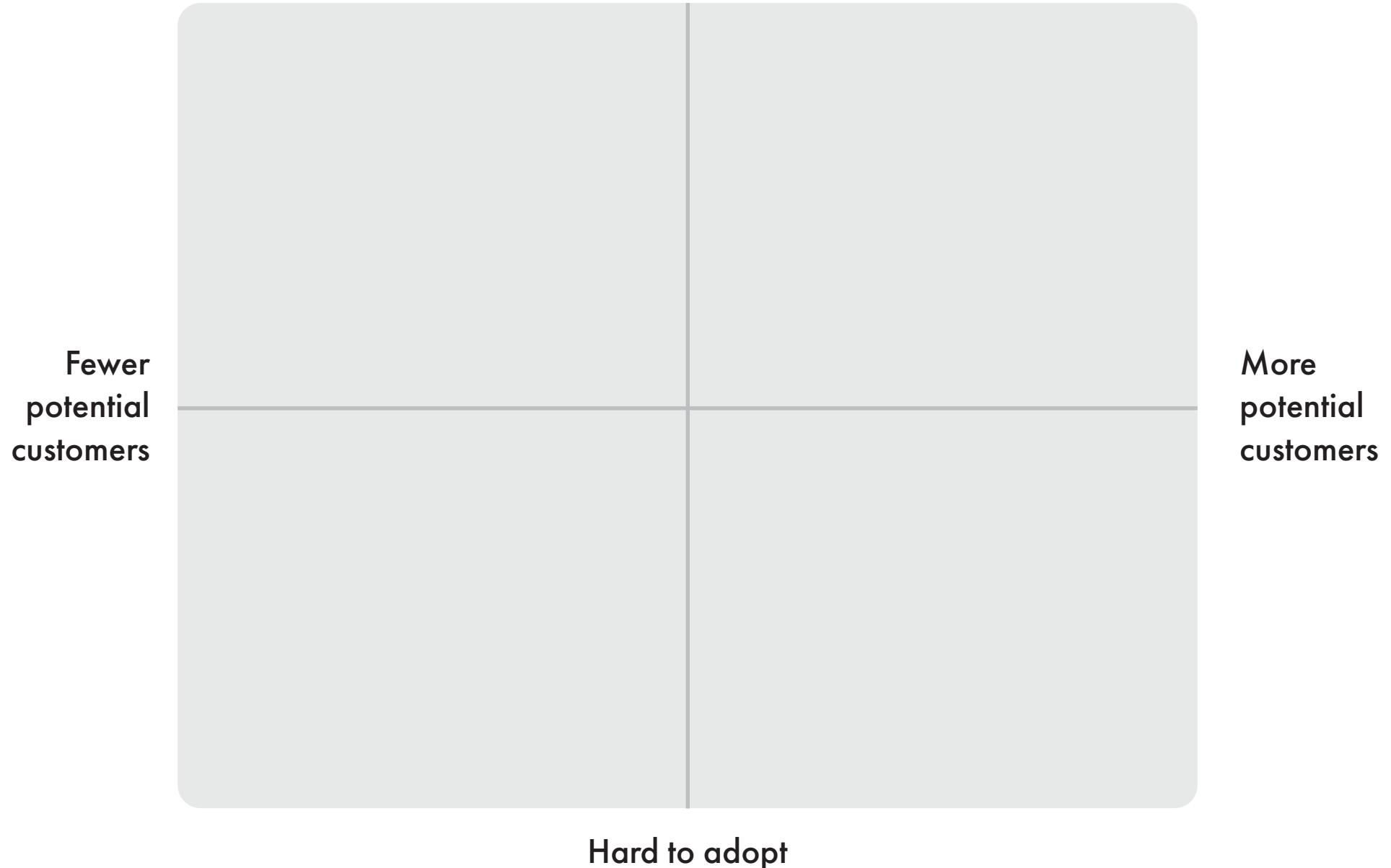
Pragmatic Lens

Cheap to build



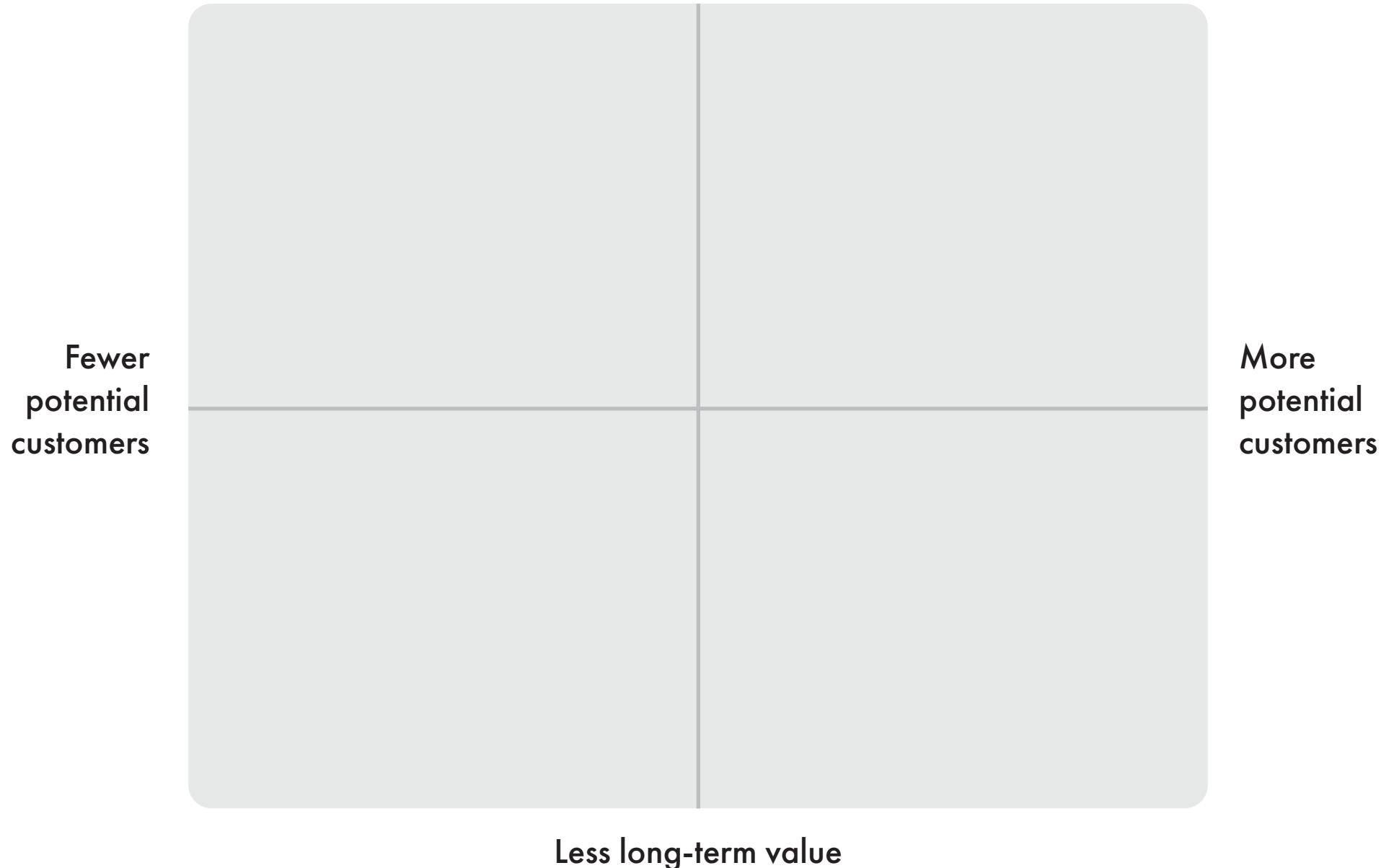
Growth Lens

Easy to adopt



Money Lens

More 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