

# IDEA GENERATION

Being your own customer gives you great insight into the minds' of your potential users.

Come up with the Next Great Startup!

Low = 1 High = 5

**A**

WHAT CUSTOMER SEGMENTS ARE YOU CURRENTLY A PART OF?

Passion Size Access **Total**

Post Secondary Student	5	5	5	125
Active	5	4	5	100
GTA	3	5	5	75
Foodie	5	5	5	125
Pet Owner	5	3	3	45

**B**

WHAT ARE THE CUSTOMER SEGMENTS YOU USED TO BE A PART OF?

Passion Size Access **Total**

High School	3	5	5	75
Gamers	3	4	4	48
Bad Cooks	1	4	5	20
Un-Athletic	1	3	4	12

**C**

WHAT CUSTOMER SEGMENTS DO YOU WANT TO BE PART OF OR PROVIDE SUPPORT TO?

Passion Size Access **Total**

Mobile Users	5	5	5	125
Travel	5	5	5	125
Tight Budget	4	5	5	100