**CoinFuel**

**Strategy document**

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| **Business Goals** | **User´s Goals** |
| **50% Advertising benefits** | **Good reviews** |
| **Donations from users** | **Daily updates** |
| **Premium without ads** | **Mobile app** |
| **Have great sponsors** | **Find cheap gas stations** |

The user is a **wasteful** who wants to **save more money.**